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**'Sixpenny' offer
accepted by
contractors**

**Chemists move
towards NP
labelling**

**Dispute over
veterinary
medicine sales**

**Ion-selective
electrodes
in analysis**

when purgatives pose problems



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CHEMIST & DRUGGIST

112th year of publication Vol. 195 No. 4745/6

The newsweekly for pharmacy

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Published every Saturday by Benn Brothers
Bouverie House, 154 Fleet Street London,
EC4A 2DL (01-353 3212)Home and Overseas £8 pa; £0.30 per copy
(including postage)

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The 'interim' remuneration offer made by Sir Keith Joseph, Secretary of State for Social Services, has been accepted by chemist contractors (see page 195)



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'Interim' offer agreed to by contractors

Sir Keith Joseph's "interim" remuneration offer to chemist contractors has been accepted by a meeting in London of Pharmaceutical Committee representatives.

By a substantial majority they agreed to the proposed terms—and rejected equally forcefully the suggestion by Mr John Reed that the offer should be refused and "urgent negotiations" continued. It was over the question of recommending acceptance of the offer that Mr Reed resigned from the Central NHS (Chemist Contractors) Committee (February 6, p 161).

In summary, the offer is:

□ An interim settlement with effect from January 1, 1971 of 6d increase in the professional fee, which thus becomes 3s (£0.15), and a reduction in the on-cost from 10½ per cent to 10 per cent.

□ The notional salary to be renegotiated in the latter half of 1971.

□ During the next few months the Department of Health and the Central NHS Committee to embark on a general review of all factors that ought properly to affect the level of profit, with the help of independent experts.

The Committee feels that in making the latter concession, the Secretary of State has gone some way to meeting its request for an independent review body along the lines of those used to determine the remuneration of doctors and dentists. It has already had the validity of the remuneration claim confirmed by external experts, and arbitration has been refused by the Minister.

A report of the meeting starts on p. 230.

Go-ahead for NP labelling

Pharmaceutical Committees have voted in favour of "automatic" name labelling of dispensed medicines. Acceptance of the principle was agreed by only a small majority, and by some committees with "certain reservations."

The Central NHS (Chemist Contractors) Committee is to consider what advice should now be given to contractors.

'No' to cost-related script charges

Chemist contractors will have nothing to do with cost-related prescription charges.

That is the message Pharmaceutical Committee representatives have instructed the Central NHS Committee to send to the Secretary of State for Social Services. At the meeting on February 7, they heard that the Central Committee was bitterly opposed to the idea for the following reasons:

□ The most important medicines are likely to be the most expensive.

□ The persons most in need of medicines will have most to pay.

□ General practitioners will tend to prescribe to suit the patient's pocket and some will be tempted to prescribe medicines of the placebo type because they are cheaper.

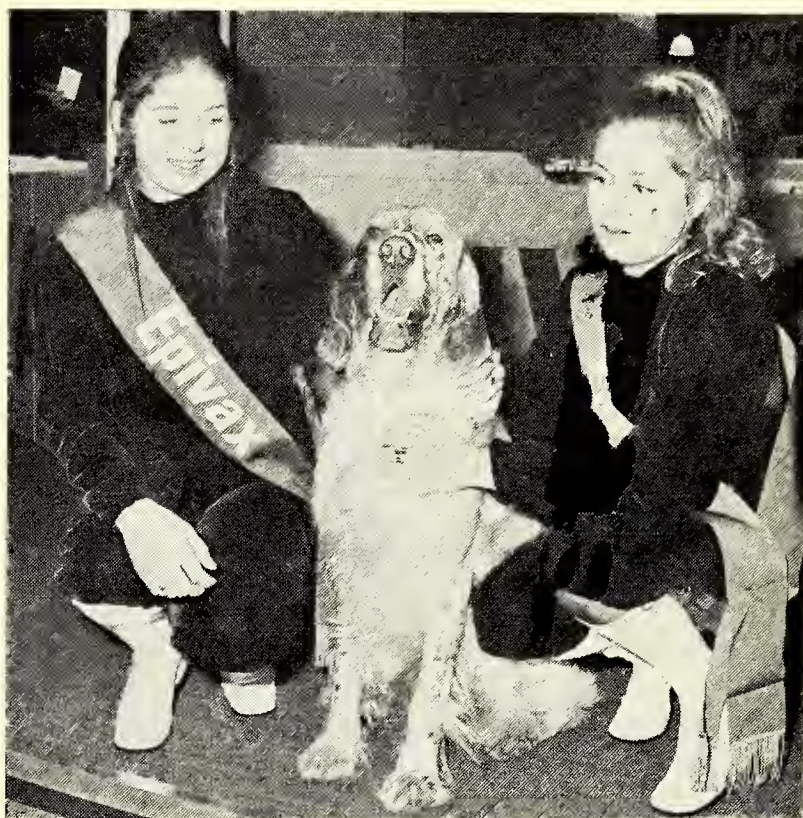
□ Charges would influence patients and delay essential treatment.

□ A considerable administrative machine would be required to price prescriptions and there could be little or no saving in cost.

Left dinner to talk on BBC

The temporary absence of Mr Allen Aldington from the top table was referred to by Mr D. F. Lewis, secretary and registrar of the Pharmaceutical Society, when he responded to the toast to the guests at North London Pharmaceutical Association's annual dinner last week.

Mr Aldington, a member of the Central NHS (Chemist Contractors) Committee, had in fact been called away to talk about chemists' attitude to cost-related prescription charges on the BBC radio programme Late Night Extra. The toast to the guests had been proposed by Mr A. J. Edwards, president of the Association.



Carol Pike (right) and Dennise Butler (left) were on view at Crufts Show, helping to promote an Epivax distemper vaccine Competition. The winners who succeeded in identifying various breeds of dogs from silhouettes, get a holiday for two in Tunisia, with their dog being boarded free of charge in their absence. With the girls is Waveney Silver Knight, a two year old English Setter

First reactions to D-day

No major problems with the new currency were revealed in a survey of retail pharmacies on Decimal-day.

Customers were keen to handle decimal coins and £1 notes were frequently tendered, even for the smallest items. Great use was made of the 2p piece and the 5p often neglected.

Eighty per cent of all retail shops went decimal on Monday and a further 10 per cent are expected to have followed by the end of the week. Pharmacies were in general well prepared.

A lull in trading on February 15 was explained by people deliberately staying away. The obvious good humour of customers sometimes hid a temporary difficulty with the new arithmetic.

Preparing for 1973 Conference

A meeting of representatives of the Metropolitan branches of the Pharmaceutical Society was held recently at Bloomsbury Square to begin preparations for the 1973 British Pharmaceutical Conference to be held in London (September 10-14). Mr D. N. Sharpe (a former member of Council) was ap-

pointed chairman of the organising committee; Dr W. R. L. Brown, chief pharmacist, St. Bartholomew's Hospital, honorary local treasurer; and Mr R. E. Marshall, Society's Department of Pharmaceutical Sciences, honorary secretary. They, with Mr Allen Aldington, were appointed to be a steering committee.

Reservations for the banquet and ball have been made at Grosvenor House Hotel.

Future pharmacists

Pharmacy was the first-choice subject of 1,320 students applying for places through the Universities Central Council on Admissions during 1969-70.

The eighth report of the Council states that 636 of these students were accepted by universities. The Council does not deal with the polytechnics.

A total of 109,117 home candidates applied for admission through the scheme compared with 107,221 during 1968-69; representing a much smaller increase than in previous years.

Pure sciences claimed 27.2 per cent of those entering, a slightly larger fraction than in 1968-69, whilst the medical and health faculties maintained their share by admitting 7.7 per cent of the total intake.

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Exports record: a warning of harder times ahead

Commenting on the record exports of pharmaceutical products during 1970 (see *C&D*, February 6, page 162), Mr G. J. Wilkins (president, the Association of the British Pharmaceutical Industry), said in London last week that "however pleased we are with the results, there are warning signs ahead."

"The rate of growth of exports by our major competitors, Germany and Switzerland, is higher than ours, and Switzerland passed us into third place in the 'world league' in 1968."

A major part of the UK export market, he said, consisted of purchasers who were unwilling to pay more for the industry's products than the price in Britain. Thus undue pressure to reduce prices in the UK could not only reduce the incentives to research and investment by the industry but could reduce export earnings.

Mr Wilkins said the British National Health Service, which represents less than 3 per cent of the world market, was setting, probably unwittingly, the price of pharmaceuticals in many parts of the world.

It was vital, therefore, that those concerned in price negotiations were aware of the implications of their work. "Insufficient head-room will mean a further slow-down in the already slowing rate of discovery of the new medicines on which so many million patients are pinning their hopes," Mr Wilkins concluded.

Forum 'not working well'

The Medico-Pharmaceutical Forum, set up in 1968 to encourage discussion of mutually important topics of the pharmaceutical industry and the medical profession, was an excellent idea—but so far it is not working well, said Lord Rosenheim, president of the Royal College of Physicians, at a symposium in London recently.

Lord Rosenheim blamed the medical profession for the forum not working well and said their participation should not be arranged purely on the basis of representatives of individual bodies—"Royal Colleges up and down the country, Royal Society of Medicine and so on." He hoped to see the Forum reorganised so that clinical pharmacology was fully represented.

ABPI elects new officers

The Association of the British Pharmaceutical Industry has elected Mr Ivan McG. Boden, MA, to succeed Mr G. J. Wilkins, BSc, as president of the Association from April 23.

Mr F. W. Griffin, FPS (BDH Group) has been re-elected vice-president and treasurer. Mr J. A. Smith, MPS (managing director, Upjohn Ltd) is re-elected and Dr G. E. Paget (managing director, of Smith Kline & French Laboratories Ltd) elected vice-presidents of the Association. Mr Wilkins remains on the board as immediate past president.

Pharmacy course recognition

The pharmacy course arranged by Heriot-Watt University, covering the period January 27-March 17, will be recognised by the Scottish Home and Health Department under Amending Regulations to the Health and Welfare (Provision of Instruction) Regulations, which will include pharmacy in the list of Health Service professions providing Part IV services that are entitled to postgraduate courses of instruction—provided the regulations are made in time.

The executive of the Scottish Department of the Pharmaceutical Society heard at its January meeting that a letter had been received from the Department stating that the regulations would be laid before Parliament soon.

If the regulations were accepted in time, arrangements would be made with the University to refund the fees of those attending, where Part IV services are involved.

It was reported that a reply had recently been received from the Scottish Association of Executive Councils regarding pharmacists being encouraged to advertise their services in Health Services Handbooks



Mr and Mrs A. Davison of West Dyke Pharmacy, Redcar, Yorks, won the first prize of a trip to India in the Old Spice Window Display competition 1970 for the Northern Area. Arriving back at Heathrow airport after 16 days, they are welcomed on behalf of Shulton (Great Britain) Ltd

which were circulated by Executive Councils. The Executive Committee of the Association had agreed with the views of the Pharmaceutical Society that Executive Councils who undertook the publication of handbooks of this type should ensure that contractors providing services were not asked to advertise in them.

Attention was drawn to the notice from the Home and Health Department indicating that chemist contractors would be reimbursed for transport costs involved in the prescription collection and delivery services which were operated under the approval of Executive Councils and the Scottish Department of the Pharmaceutical Society.

The Executive approved the decision to hold Conference in the Golden Lion Hotel, Stirling on Sunday, November 14, 1971, at a charge of £2 per person.

It was agreed that the subject should be "The Pharmacist's responsibilities and functions in relation to the public benefit."

It was decided that the subject for the annual general meeting in Edinburgh should be "The relationship of the current manpower survey to the needs of the community."

Eleven raids on city pharmacy

Following 11 break-ins over the past 14 months Underwoods (Cash Chemists) Ltd, 5 New London Street, EC3, are installing grilles behind their windows.

An average of £20-£30 worth of goods have been taken in several smash and grab raids.

The shop is a branch of Underwoods (Cash Chemists) Ltd, of 24 Sloane Street, SW1.

The last burglary occurred at 7 am on February 2; thieves got away with photographic equipment and cash. Police records indicate that approximately £1,000 worth of goods were taken in an earlier raid. The drug stock has been left untouched.

'Over-prescribing' statement denied

The Central NHS (Chemist Contractors) Committee has denied statements attributed to it by the *Daily Telegraph* this week concerning over-prescribing by doctors.

The article began: "The Government should order doctors to stop over-prescribing rather than introduce complicated new prescription charges if it wants to cut the cost of medicines, leading chemists said yesterday," and went on to report the move against cost-related charges by pharmaceutical representatives (p195).

The Central Committee says that the *Daily Telegraph* correspondent has since agreed that there was no justification for attributing the statements to the Committee.

□ The Chemists' Action Group is to raise the question of over-prescribing with Sir Keith Joseph. Mr S. Blum, chairman, told the *C&D* this week that the group feels that over-prescribing is the reason for the proposed introduction of cost-related prescription charges. They would like the Minister to give some direction to the British Medical Association to ask doctors to cut down on quantities prescribed.

Postponement

The Welsh regional conference, due to be held in Porthcawl on February 21, has been postponed because of the postal strike.

Little progress on rural dispensing

Concern about the delay and apparent lack of progress on talks with doctors' representatives about rural area dispensing was recorded by the conference of pharmaceutical committee representatives.

The conference heard a report on the talks — but no details, as the talks are being held in secret — from Mr A. Howells, who began the dialogue while president of the Pharmaceutical Society. He said that with so little to show, the time had come to press for reports to be made to the Central NHS Committee, the Pharmaceutical Society and the BMA's general medical services' committee.

The conference resolved to urge the Central Committee to take steps to bring the talks to a satisfactory conclusion without further delay, and to make known as much as practical of what has already taken place. Mr Howells asked pharmaceutical committees to include this demand in their submissions to the Linstead working party on pharmaceutical services under the NHS.

Sold-out at Worthing

The gala dinner and dance of the Worthing and West Sussex branch of the Pharmaceutical Society, to be held at Warnes hotel, Worthing, on March 3 is a "sell-out."

Members who have applied for tickets, but have not received acknowledgement, are asked to telephone the branch secretary, Mr F. W. Brown, Southwick 3349.

Highlight of the evening will be the presentation, by Mr. D. E. Sparshott (vice-president of the Society), of badges of office to the eight past-chairmen of the branch.

Prescribing of amphetamines

The department of Health and Social Security is considering meeting the British Medical Association to discuss the imposition of restrictions on the amount of amphetamine which may be prescribed by an individual doctor.

This was revealed by Mr Michael Alison, Under Secretary of State, in reply to a recent Commons question.

COMPANY NEWS

Speke start-up hits Eli Lilly results

Absorption of start-up costs at Dista Products, Speke, Liverpool, and at Clinton, Indiana, coupled with the discontinuation of the manufacture of C-Quens, adversely affected the 1970 results of Eli Lilly & Co, according to Mr Eugene N. Beesley, chairman of the board.

But for the tenth successive year the company increased both its world-wide sales and net earnings. Sales rose 10 per cent to £246.8 m and net earnings were 13 per cent up at £39.3 m. Dividend rose to \$1.30 a share (compared with \$1.05).

Mr Beesley estimated the effect on earnings of the "adverse factors" at 10 cents a share, of which slightly more than six cents was in the fourth quarter. Capital expenditure during 1970 totalled £32.5 m and research and development expenses, £25.4 m.

Medicines for human use represented about 71 per cent of total sales, while agricultural, animal health and industrial products added the remaining 29 per cent. The United States market accounted for 72 per cent of the sales total.

The company completed the purchase of Elizabeth Arden Sales Corporation on January 21. A legal action relating to the acquisition, filed by American Cyanamid Co, is pending.

Dutch firm's expansion

Akzo NV is to participate through NV Organon in the capital of Dr Thiemann GmbH, a chemical-pharmaceutical plant at Luenen, Westphalia, employing 200 people.

Akzo's pharmaceutical division already has two subsidiary companies in West Germany: Organon GmbH and Nourypharma GmbH, both in Munich, producing hormone and steroid preparations and diagnostics.

Thiemann sales and those of the German Organon companies are expected to reach DM50 m this year.

There are plans to build a



Mr Terence McCarthy (right), managing director of Thermos Ltd, presenting a cheque to North-west Lancashire area sales representative, Colin Preece for exceeding his personal sales target by 100 per cent

modern pharmaceutical plant at Luenen, which is to produce for all those companies, so as to improve continuity of supplies and contribute to rationalisation.

Guinness lose £4m on medicines

Arthur Guinness Son & Co Ltd's chairman told shareholders at the recent annual meeting that the concentration of the company's pharmaceutical activities at Basingstoke were going well and would result in considerable improvement in the trading figures for 1970-71.

In reply to a question by a shareholder, the managing director, Mr R. A. McNeile said that cumulative losses of the pharmaceutical business amounted to £4m. Guinness intended to build up a large and profitable pharmaceutical division but that would take time.

Wellcome raise capital to £30m

The Wellcome Foundation Ltd is increasing the authorised and issued share capital of the Foundation from £17½ m to £30 m by capitalisation of reserves.

Distribution of the Wellcome Foundation Ltd to the Wellcome Trustees, who are its sole shareholders, for the year ended August 31, 1970 at £2.1 m was £¼ m greater than the previous year.

Macarthys pay higher interim

Macarthys Pharmaceuticals Ltd are raising their interim dividend from 6 per cent to 7 per cent following an increase in profits for the first half. Profits before tax for the six months ended October 30, 1970 were £264,000 (against £203,000 in the equivalent period of the previous year).

The board reports that only one leasehold building surplus to their requirements will remain on their hands after completion of current negotiations. They also say that increased overheads will be satisfactorily contained in the current year.

Gillette report higher sales

Gillette Co, Boston, USA, increased their net sales in 1970 by 10 per cent over the record set in 1969. Preliminary figures show net sales at \$672.7m (compared with \$609.6m in 1969), increasing for the twelfth consecutive year. Net income was \$66.1m (\$65.5m). Pre-tax income was \$117.5m (\$119.6m).

Sales attributable to products other than the company's traditional ones—razors and blades, home permanents and writing instruments—have risen from 35 per cent to about 50 per cent of total sales. The business of the company is now about evenly divided between the United States and foreign markets.

Continued on page 203

fast...

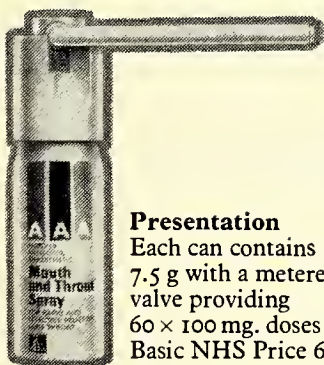
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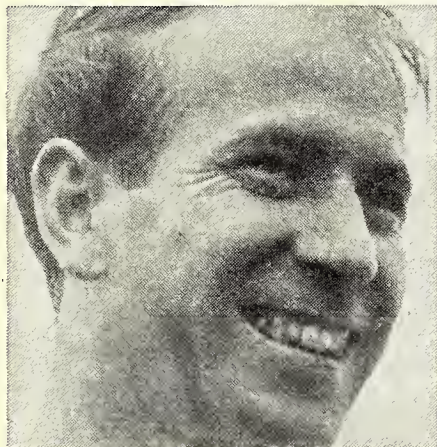
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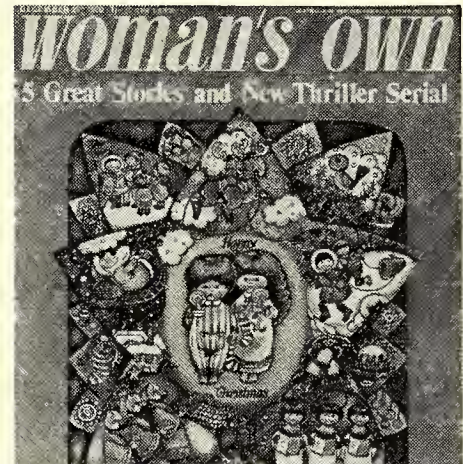
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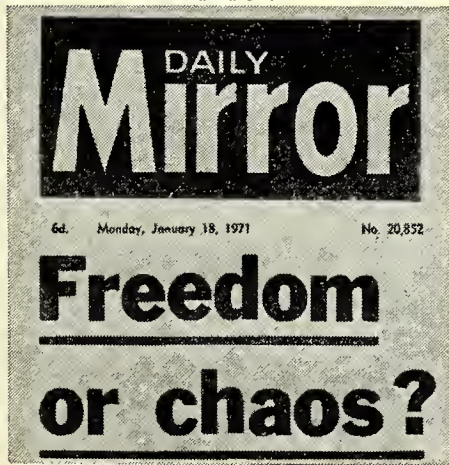
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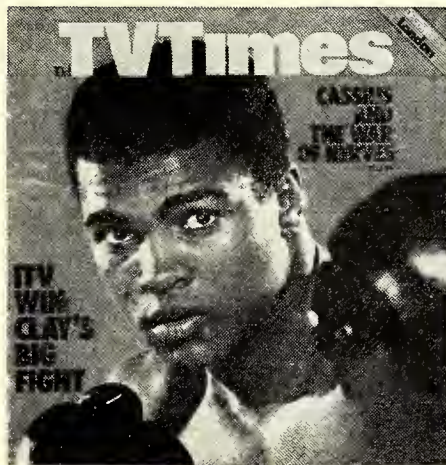
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TRADE

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Imperial Chemical Industries Limited, Pharmaceuticals Division
'Cetavlon' and 'Hibitane' are trade marks

Nicholas sales and profits up

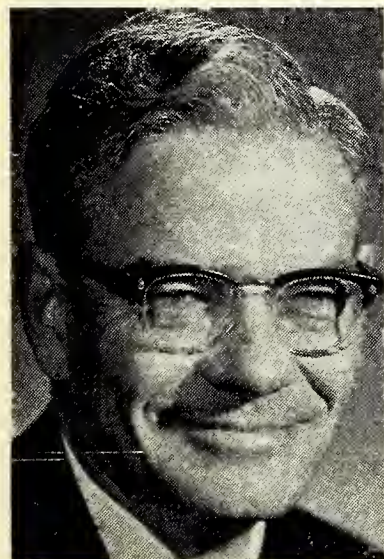
Unaudited consolidated sales and profits after tax of Nicholas International Ltd for the six months ended December 31, 1970, were both higher than for the corresponding period of the previous year. As at the end of December sales were 9 per cent higher and profits up 6 per cent.

Sales and earnings were as follows: Sales were valued at \$A3.15m (\$A27.74m) and earnings \$A1.66m (\$A1.56m).

An interim dividend of 3 per cent is declared.

Appointments

Dista Products Ltd have appointed Robert Q. Thompson, PhD, director of antibiotic and



chemical manufacturing at their Liverpool plant.

Previously director of antibiotic development for the parent company, (Eli Lilly, Indianapolis, USA), Dr Thompson gained an MSc and his PhD at Pennsylvania State University before joining Lilly research staff in 1956.

PEOPLE

Mr Ivar McG. Boden, MA, who is to be the next president of the Association of the British Pharmaceutical Industry (page 197) has been chairman of E. R. Squibb & Sons Ltd since 1967.

Mr Boden, 47, joined the company as managing director in 1963 after 15 years with American Home Products, first as director of the Irish subsidiary and subsequently as sales director of John Wyeth



& Brother Ltd in London. He is also vice-president of the American parent company, E. R. Squibb & Sons Inc and chairman or director of several wholly-owned European subsidiaries.

Born in Newry, co Down, Mr Boden qualified as a barrister at law and practised one year at the Irish bar before entering the pharmaceutical industry.

Mr Colin R. Hitchings and **Mr John M. Fereday**, chief and deputy chief pharmacists at Northwick Park Hospital and Clinical Research Centre, have recently been awarded MSc degrees by the University of London.

NEWS IN BRIEF

□ The General Index of Retail prices in December 1970 was 145.0 (January 1962=100) compared with 144.0 in November.

□ About £36 is to be given to Birdsgrove House by the Harrow Branch of the Pharmaceutical Society as the result of a cheese and wine party arranged recently by the ladies of the branch committee.

□ Prescriptions dispensed in England during September 1970 numbered 20,184,476 (13,081,708 forms). The total cost was £13,911,632, an average cost of 165.41d. per prescription.

□ Officers and members of the council of the British Society of Flavourists, which held its inaugural meeting recently, are: *President*, W. A. Waygood; *vice-president*, J. G. Meredith; *secretary*, R. S. Collins; *treasurer*, P. A. Thorburn; and E. H. A. Chidley, K. Clarke, Miss J. Crowder, Mrs P. English, K. Hassey, and B. C. Wolseley. Application for membership forms and further details of the Society may be obtained from Mr R. S. Collins, 27 The Paddocks, Bugbrooke, Northampton.

THE XRAYSER COLUMN

Routine upset

Thanks to the postal strike, connections between the moon and England's green and pleasant land seem at the moment of writing to be simpler than, for example, contact between Fleet Street and Much Wenlock.

Consequently, I am, as others are, a little behind with the news, although I gather that the National Pharmaceutical Union has reached its jubilee; that Sir Keith Joseph has made us an offer; that we have enjoyed aerosols for a quarter of a century; and that the Quarterly Price List, with its priceless information, is ready and waiting. And in all probability before these words appear we will have taken the plunge into decimalisation, the extent of the mysteries of which we shall only experience on what has become known as D-Day. Meanwhile, I have been attempting with a miserable degree of success to identify the people most likely to be caused concern when that much publicised day arrives.

A mixture

If this column appears to be more disjointed than usual I hope readers will accord a degree of toleration if what is now being written is out of date, and by the time it appears in print and is delivered, it may be material more suited to the Society for the History of Pharmacy than that which it aims to be — a topical discussion of the affairs of the day.

The offer from the Department is to be discussed by a meeting of representatives, and I have considerable sympathy both for them and for the chairman who is called upon to explain the details. The problem is now so mathematically involved that only those who have been in the thick of negotiations are able fully to understand it, but it is noticeable to the onlooker that pharmaceutical decisions seem everlastingly fated to be taken in a kind of economical twilight.

I have no doubt that the chairman will be able to sort out the complications of the giving away with one hand and taking back with the other, which seems to be inescapable on such occasions, and that he will be in a position to evaporate the unwanted material and produce a standardised extract which, it may be, is more palatable than appears on first sight.

Other matters

On the other matters, it remains to say that the thanks of all subscribers go out to the C&D staff who have toiled so assiduously in the preparation of the new Price List, and to express sympathy that present conditions have made it impossible to crown their efforts with the success they so richly deserve. On Mr J. Wright's forecast of a computerised future I can only say that, while I have little doubt of the direction in which we are travelling, I am thankful that my long career is likely to close before I become immersed in the complex world he sees ahead.

The dinner at the Savoy Hotel must have been quite an enjoyable affair. I hope by the time the Society's president gave his speech that the diners were still able to note his plea for closer relationships between the NPU and the Society. As Mr Darling remarked: "our joint interests dictate a need for joint consultation."

Lastly, Bloomsbury Square is with us again with all its problems of coming and going and the sum of the squares of the other two sides. Perhaps Pythagoras could shed some light on the subject.

**for the first
time in Great Britain**

Thicken Hair

NEW

Thicken Hair

(a curl's best friend) **can reinforce your profits-fast!**

New, instant Thicken Hair is the young way to thicken, reinforce, control, set and condition hair.

Thicken Hair is going over big in the Spring. A nationwide publicity campaign will reach millions of potential customers. There are ads appearing in the younger women's press in April/May. And a special eye-catching dispenser of 30 phials for you.

Thicken Hair's suggested retail price is only 18p—so it's going to be popular. Ask your Jackel representative to call or contact Jackel & Co. Ltd., Kitty Brewster Trading Estate, Blyth, Northumberland. Telephone: Blyth 2596. Ask about this attractive point-of-sale dispenser!



a *Living Hair*
PRODUCT BY
NUTRESS LABORATORIES

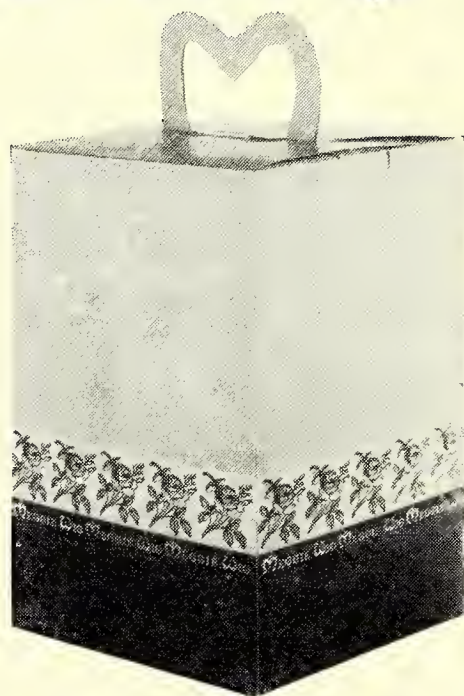
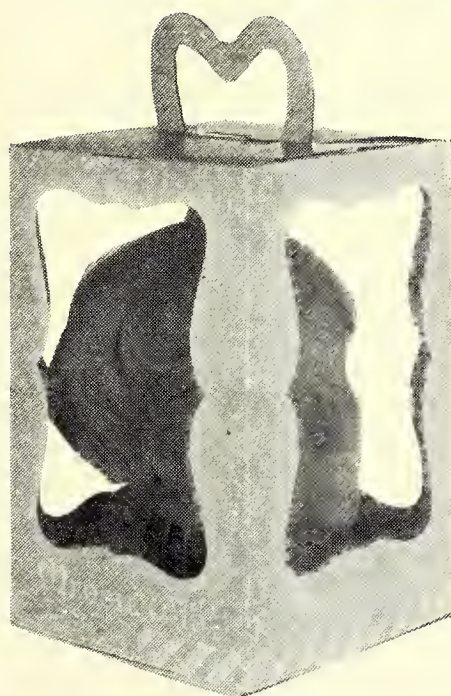


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... are a wonderful line
for the modern CHEMIST!



THEY COME READY-WRAPPED



COMPLETE WITH P.V.C. HEAD!

"MEGGIE WIGS" are manufactured from 100% Courtaulds Teklan hair fibre. As lustrous as real hair, flameproof, non-allergenic and can be washed in luke warm water, rinsed, and left to dry at room temperature. The style and silky texture will last even with excessive wear. Every model comes complete with a P.V.C. head-stand in the elegant display box with outer wrapper as illustrated here.



Send for full details of the complete range and exciting colours they're all available in, now—to:-



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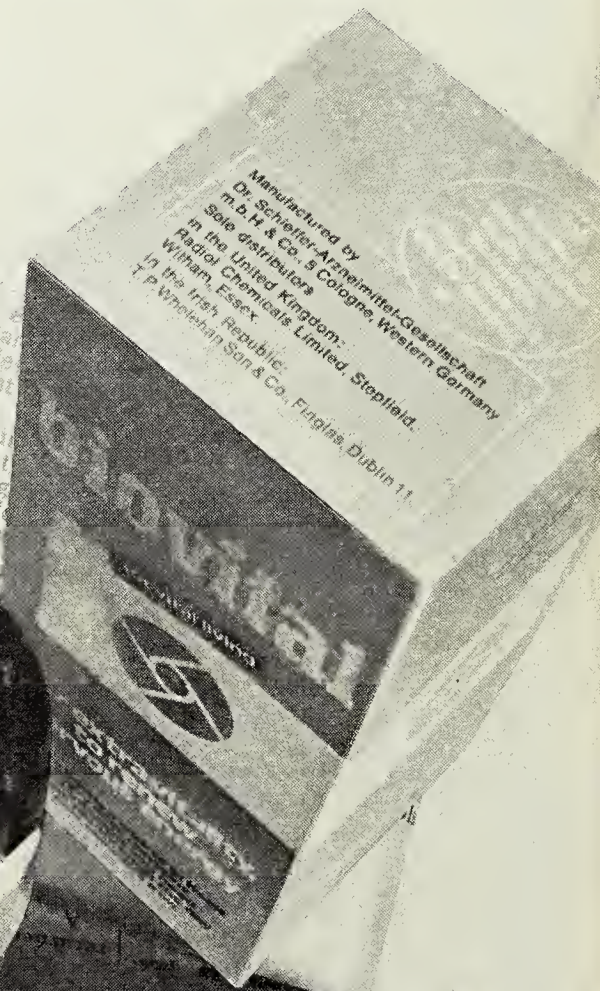
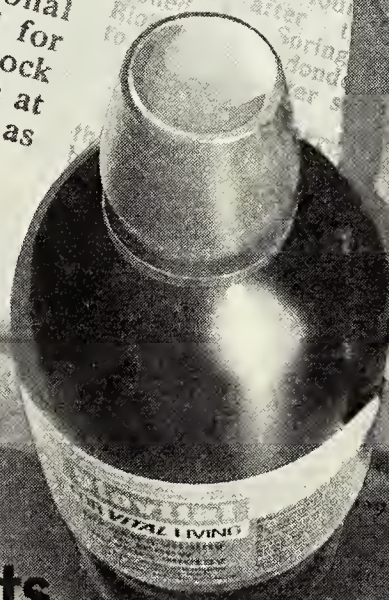
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SUCCESSFUL NATIONAL LAUNCH FOR BIOVITAL

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- Up to 40% margin for you

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N. Ireland Agents: A. E. Atkinson, 135 Old Park Road, Belfast BT14 6FQ Tel: 745 197

The Representative

3. THE MAN ON THE ROAD STATES HIS CASE

We asked six reps what they thought of selling into chemists. There were two differing views. One quote from each camp expresses these differences:

"Chemists are like everyone else. Some are pleasant, some are unpleasant. Mostly they are pleasant. But they only have small shops in the main, limited capital and limited storage space. The good rep must take this into account. Unfortunately his employer often thinks of them in super-market terms and this just won't work. Incentive schemes are one of the greatest evils of present-day selling and are responsible for pressures both on the rep and his customer."

The other viewpoint:

"It's high time chemists got with it, took their heads out of the clouds and realised they are businessmen — cash-makers — just like any retail outlet. All this snooty talk makes me sick. I get a much lower return per minute spent in chemists' than elsewhere, and I don't see why I should be treated like dirt into the bargain."

At a more responsible level, these comments by a cosmetic representative are interesting:

"I always find the chemist courteous and am invariably very well received. Indeed, the biggest fault of the pharmacist could well be the goodwill and trust he displays in the rep. Unlike the departmental store where stockkeeping is very accurate, the chemist is fairly clueless about the whole question and employs no form of control at all. Thus he is very much in the hands of the rep."

"Most companies keep precise records of past purchases by each client and it is upon these that the chemist bases his next order. A rep can easily up them and the chemist will be none the wiser. In the same way, the chemist will agree an order without asking for a copy, relying upon the rep to faithfully pass it on to the manufacturer without altering it."

"There are many reps on the road who, because of the pressures placed upon them by their employer or because of the substantial incentive schemes in operation in their company will abuse this trust. It is little wonder that the chemist sees many hard-sell reps. Who wouldn't be hard-sell if he had a target to reach to obtain his cash bonus?"

"However, having said this I would make the point that a better representative takes a rather more responsible view about his job and considers it long term. To adopt the type of practice mentioned a few moments ago is not the way to

gain the trust of the chemist, trust which is essential if one is going to have a long and fruitful association with a pharmacy."

And here are the comments of a representative of ethical pharmaceuticals:

"Unfortunately chemists fall between two stools — they are neither businessmen nor professionals. They wish to make money but insist on being ethical at the same time, preferring to stick to dispensing and the retention of their professional image. It is important to them that people should give them respect. So much so that even today some 50 per cent of chemists do not actively sell products and refuse to display them properly. Yet in reality over-the-counter sales are the chemists' bread and butter."

"The chemist will always listen to a medical rep because they talk the same language. The medical rep is often the lifeline of information between the supplier and the dispenser. Chemists claim that if it wasn't for them people would be regularly killed due to doctors' incorrect prescribing and, to a certain extent, this is undoubtedly true. One of the chemist's official functions is to act as a check against the doctor who is not always fully aware of a drug's potency and what is a safe/lethal dosage."

"To enable the chemist to fulfil this task efficiently he has to keep fully up-to-date with the latest developments and the basic substances of the increasing number of drugs he has to stock. If a medical representative is already in a chemist's to see him about drugs for prescription purposes and his company also manufactures over-the-counter products he can more readily retain the ear of the chemist than the normal salesman who is only interested in taking orders and who is unable to talk shop. He will find that any chemist will more readily accept a medical rep than somebody flogging a patent remedy."

"The rep's job isn't helped by the fact that the chemist receives more visits from salesmen than any other type of retailer and thus he is at times continually interrupted in his duties. The chemist often sees the representative as a young, well-dressed man who is provided with a flashy company car and who is well paid — perhaps better paid than the pharmacist himself. All this tends to put his back up and more and more companies are coming to appreciate this and to ensure that their representatives tread warily."

"Representatives normally classify chemists in two distinct types: the small man who isn't bothered about turnover or the profit margins of different types of goods, and the brand-new self-service shop which is only concerned about how much it can make per item and how quickly it can turn stock round. The chemist in the latter type of shop can tell you how much always listen to bonus suggestions offered."

Continued on page 208



"This type is bound to get better attention from the manufacturer and the representative than the small man who is only interested in small quantities. Today only 60 per cent of chemists take advantage of incentive schemes, and yet they offer more profits to anybody who cares to make use of them.

"The establishment of a relationship between the representative and the chemist is very important. The chemist should get to know the representative, believe in him and trust him. This leads to the situation when the chemist will allow the representative to check stock and make suggestions regarding stock to be ordered. However, whether this relationship is built up or not often depends upon the representative. I once followed a guy who was pushy; people hated him and wouldn't order. Some reps manage to obtain a complete understanding with a chemist while in other instances it is just a rep and a buyer. I know I have made many friends.

"In addition to order-taking a good rep will help the client out by getting rid of his old stock, either by returning it to his company or swapping it for samples. The rep will keep an eye on displayed stock, to make sure that it is not getting too old, and will make suggestions regarding usage of space. He will also do other odd favours. For instance, a chemist might be going on holiday and require a locum. Invariably on his travels the rep will have met such a person who could help out. This type of thing helps to establish a good relationship.

"However, chemists generally tend to expect too much from their rep. They have a tendency to keep goods too long, ignore the expiry dates, automatically expecting the rep to help out regardless of whether much business is done or not. Obviously for a good customer the rep will bend over backwards but for the consistently bad one he is not going to be so keen. It is very much a matter of co-operating.

"In the case of chemists who are small the representative often has to be pushing, otherwise he wouldn't get anywhere. It is very much a question that 'I'm going to stick these notices up on your wall' and not 'Would you please mind selling some of our products'?"

Conclusions

From a limited study of this kind it would be wrong to draw any strong conclusions, beyond the obvious: representatives are essential to the pharmacist; many of them do a good job, but some of them could do a great deal better.

The bonus of incentive schemes devised by manufacturers may often be a disservice to chemists and, in the long run, may turn out to be so for the representatives themselves.

And, finally, this study, like others appearing in the *Chemist & Druggist*, draws attention to the eternal dichotomy with which the chemist is faced — a professional man who has to draw a substantial part of his income from commercial products — many of which have little bearing on the original purpose of his pharmacy business.

TRADE NEWS

Kodak increase prices of colour films

Kodak Ltd raised the prices of their colour roll, 35mm and movie films on February 15. At the same time, the prices of colour film processing services were also increased. The prices of black-and-white films remain unaltered.

The changes were discussed with the Department of Trade and Industry and average about 7½ per cent. Prices of Kodak colour films were last increased in July 1970 — the first time for over two and a half years.

Mr A. Roe, Kodak director of marketing states that the changes would have been introduced earlier but the company considered that, in view of the imminent changeover to decimal currency, it would be simpler and more convenient for customers for the increases to be postponed until February 15.

Discount for stockists

An extra 3 per cent is offered to all photographic dealers who participate in a "Pride of Place" promotion arranged by Kodak Ltd, Kingsway House, Kingsway, London WC2. The extra discount is available to all retailers who place an order totalling £100 or more (basic prices) for Kodak Instamatic still and movie cameras and outfits by March 31 (for delivery before the end of April).

Dealers are required to arrange a major window display of Kodak cameras, still or movie, during May.

Spring is the ideal for photo sales and Kodak believe this "Pride of Place" promotion should give a welcome additional selling boost to cameras. Kodak representatives are calling on photo dealers all over the country to discuss the promotion and give advice on suitable window displays.

Retail price on invoices

Decimalised invoices from Vestric Ltd, Runcorn, Cheshire, now show the retail price recommended on the day the order was executed. The new invoice design also works to an "each" price for every item—regardless of cost—to overcome the problems associated with packaging in tens and dozens. Overcharging is avoided by using five places of decimals (1/1000 of a new penny).

Sole agents

Vines-Biocrin Ltd, 111 Clarence Road, London E5, have been appointed sole selling agents for Myleto Products Ltd, whose range is listed under Myleto in the *Quarterly Price List*.



Re-style for Jeypine

Jeypine disinfectant has been given a "new look" for 1971 by Jeyes UK Ltd, Brunel Way, Thetford, Norfolk. Both 12 oz and 20 oz sizes now come in a distinctive square-shouldered glass bottle which has a moulded woodgrain-effect panel on either side. As well as being eye-catching, the panels allow the bottle to be easily gripped.

A striking off-set label featuring the Royal Warrant has been designed.

A Dana introduction

Parfums Dana, Dana Sales Ltd, 19 Grosvenor Street, London W1, have introduced into their Tabu and Canoe ranges a new Cologne. It is a 27cc aerosol (£0.97½).

New large size

Chesebrough-Pond's Ltd, Victoria Road, London, NW10, have introduced an extra large (200 g) size for Odorono Dri Mist aerosol anti-perspirant-deodorant.

Correction

Wella (Gt Britain) Ltd, Wella Road, Basingstoke, Hants, have asked us to point out that the paragraphs under the illustrations in their advertisement on pages 12-13 of *Beauty Business* enclosed with this issue were inadvertently transposed. The correct sequence will be readily appreciated by readers.

Bonus offers

May & Baker Ltd, Dagenham, Essex RM10 7XS. Phensedyl, Tixylx. Ten bottles invoiced as nine. Through wholesalers. (Until February 26).

Fulford Williams (International) Ltd, Hatch End, Middlesex. Cutipen cuticle remover. 12 invoiced as 10, until March 31 (Pens only, not available on refills.)

Kodak Ltd, Kingsway House, Kingsway, London WC2. Instamatic cameras and outfits. Three per cent on orders of £100 and window display.

Chatfield Laboratories, 345 Goswell Road, London EC1. Linus brand vitamin C powder. Eight invoiced as six during introductory period.

Now's the time to stock up with something new for the little aches and pains so natural to babies and children.

Analgesia for infants under one year.

Angiers is well known to mothers for the Junior Aspirin which makes precise dosage control for children possible.

Recently Angiers added to their Junior Aspirin range with Angiers Baby Pain Relief.

This pleasantly flavoured elixir* contains paracetamol and provides safe, soothing relief for the aches and pains that are an inevitable part of a baby's life.

When mothers consult you about their baby's pains (feverishness, teething, post-vaccination reactions) you can safely recommend Angiers Baby Pain Relief.

*Paracetamol Elixir, Paediatric, B.P.C.

RECOMMENDED DOSE:

Under 1 year — 5 ml.
(1 teaspoonful) 4 times daily.

Over 1 year — 10 ml.
(2 teaspoonfuls)
4 times daily.

Junior Aspirin in soluble form.

Many children have difficulty swallowing tablets, even when they are pleasantly flavoured.

The controlled dose delivered by a tablet is essential for children taking aspirin,

so Angiers have introduced new Angiers Childrens Soluble Aspirin*.

It is especially designed for children who can't or won't swallow tablets.

The well-known Junior Aspirin remains to complete the range.

*Each tablet contains Aspirin 150 mg.
Calcium Carbonate 50 mg.
Anhydrous Citric Acid 15 mg.

RECOMMENDED DOSE:

1 to 2 years:

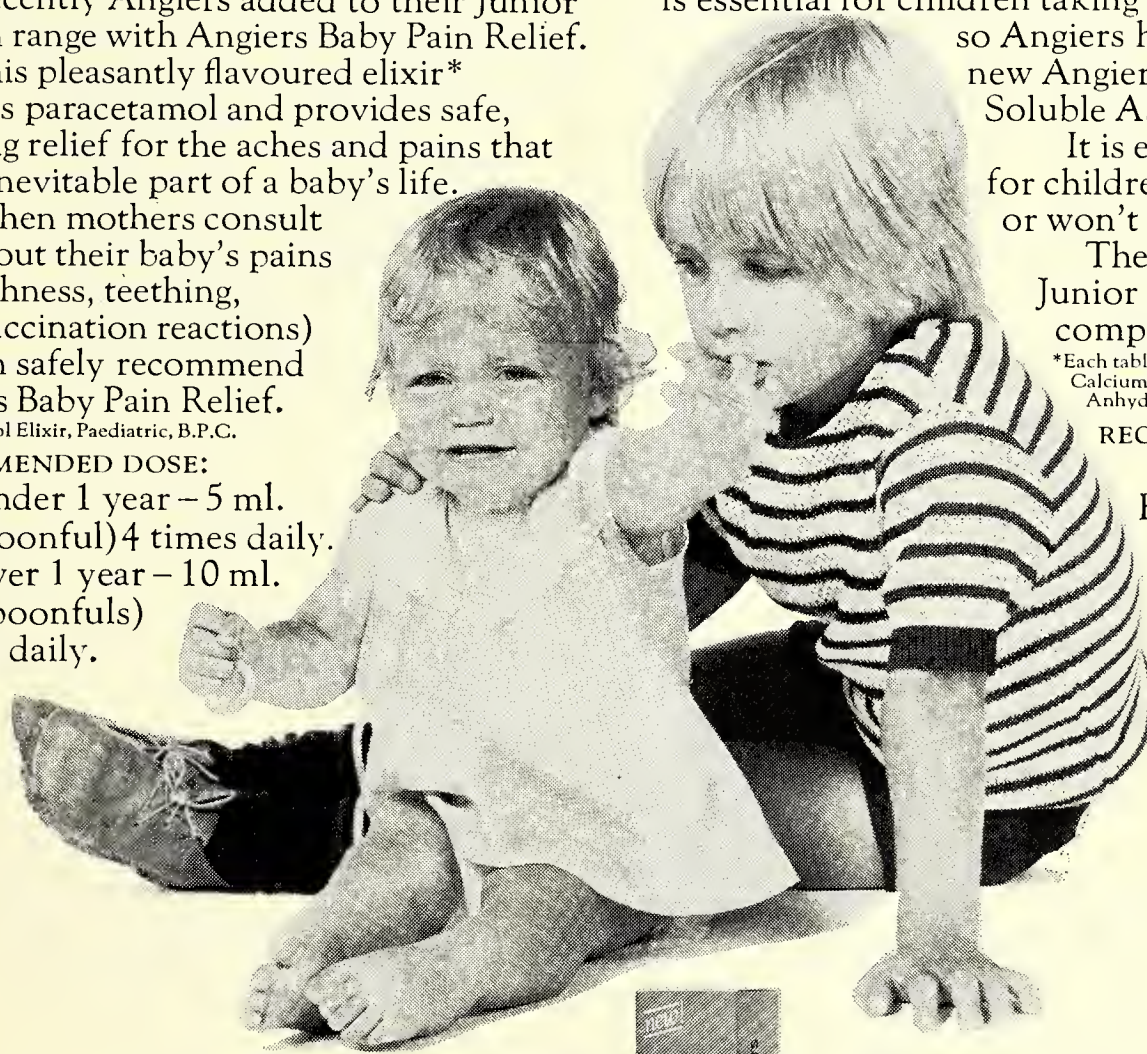
Half a tablet.

2 to 5 years:

One tablet.

5 to 12 years:

Two tablets.



Angiers



The name mothers trust.

MAFU

The 4 month flykiller the proved spring and summer money-maker

■ Over half million sold in its first year - 1970

■ Goes on killing flies and other insects for 4 months

■ Automatic even-release of insecticidal vapour

■ Each unit is complete in attractive plastic holder

■ Stand or hang - use MAFU anywhere

■ Clean & easy to handle

■ **Two sizes** MAFU Strip 40 covers average size rooms up to 1400 cu. ft. 85p
MAFU Strip 10 covers small rooms up to 350 cu. ft. 40p

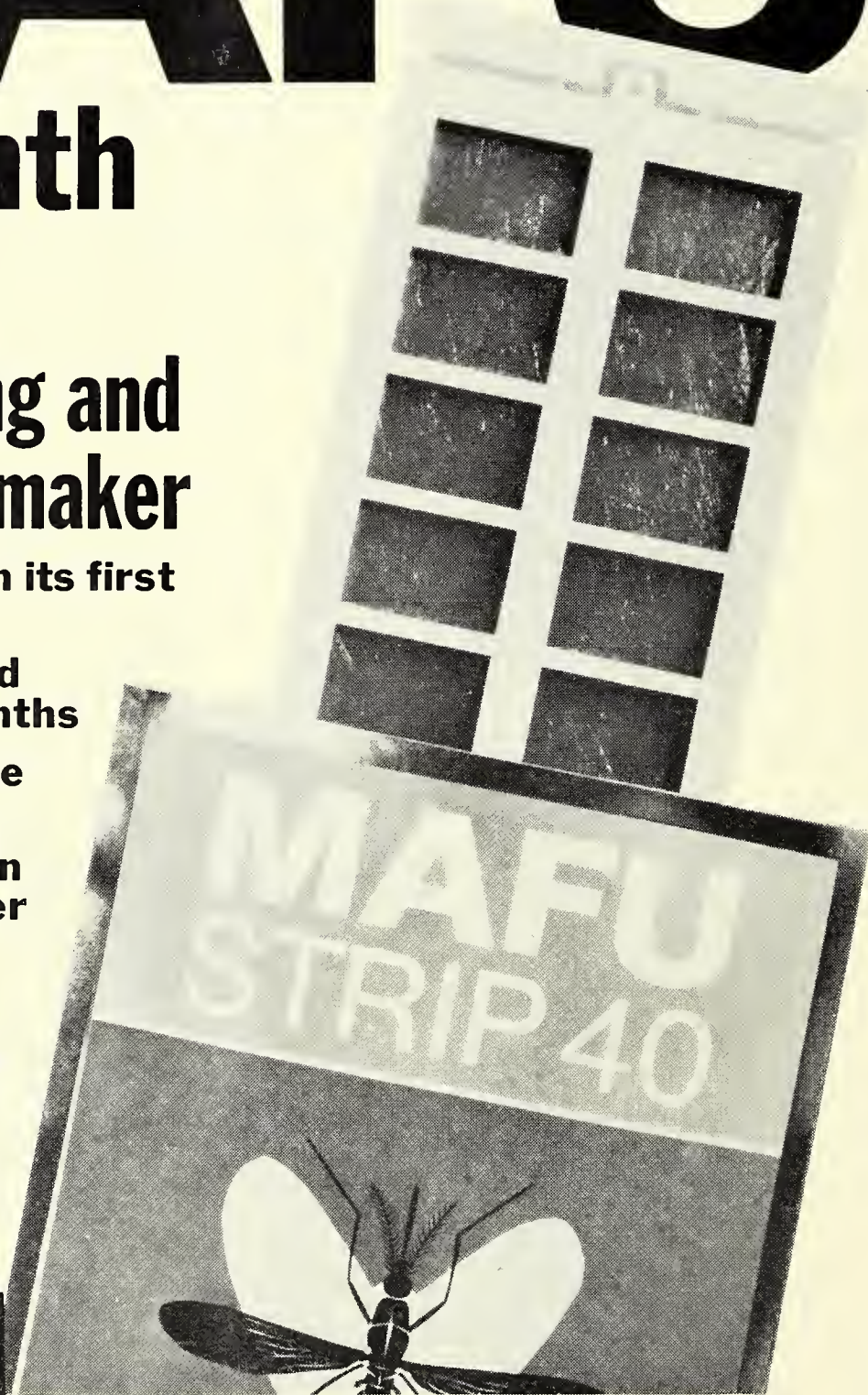
Big TV Campaign in all these regions

LONDON	LANCS.
ANGLIA	YORKS.
SOUTHERN	TYNE TEES
WEST & WALES	MIDLAND
WESTWARD	SCOTLAND

Plus exciting point-of-sale for you to use
STOCK & DISPLAY MAFU
and get your share of the profits!

Order now from

GERHARDT-PENICK LTD., Thornton Laboratories,
24 Purley Way, Croydon, Surrey. Telephone: 01-684 4266



NEW PRODUCTS AND PACKS

Over-the-counter medicinals

Vitamin C powder

Chemists may soon be getting requests for "vitamin C powder," as a result of a book to be published next month. The book, "Vitamin C and the Common Cold," by Nobel prizewinner Linus Pauling, has already received some publicity in Britain following its release in the USA.

Now Chatfield Laboratories have launched Linus brand vitamin C powder BP in a handy 60g pack (£0.60), which should help chemists to meet any demand created by the book. (Chatfield Laboratories, 345 Goswell Road, London EC1.)

Cosmetics and toiletries

Big changes for Macleans toothpaste

Macleans toothpaste is relaunched in March in two entirely new formulations—New Macleans Freshmint for extra whiteness, and New Macleans white fluoride for extra protection. They will replace the existing Regular and Spearmint.

New Macleans Freshmint is the product of several years' research to formulate a new toothpaste which was significantly preferred by consumers to Macleans Regular—itsself the No. 1 whiteness brand. The new flavour maintains the traditional freshness taste but is smoother and more refreshing in use with a "vastly superior" after-taste. A new pack design has been thoroughly researched in shelf and visual terms and has performed outstandingly well at point of sale.

Macleans white fluoride offers "Macleans whiteness" and has a spearmint flavour preferred by consumers to the old Spearmint brand. It incorporates sodium monofluorophosphate (MFP) which hardens the tooth enamel and is said to help give up to 30 per cent extra protection against tooth decay. Consumer panel testing showed a 54 per cent greater preference for the new formulation compared with Macleans Spearmint.

Freshmint and White Fluoride packs are complementary, but provide White Fluoride with a distinctive image of its own, indicating the combined advantages of fluoride protection and Macleans white-



ness. (Beecham toiletry division, Beecham House, Great West Road, Brentford, Middlesex.)

Charme from Odorono

Latest addition to the Odorono range of deodorants and anti-perspirants is new Charme aerosol deodorant (£0.30). It has a delicate flowery fragrance and is claimed to be equally effective against both Gram-negative and Gram-positive bacteria; so that a single application ensures day-long protection from odour.

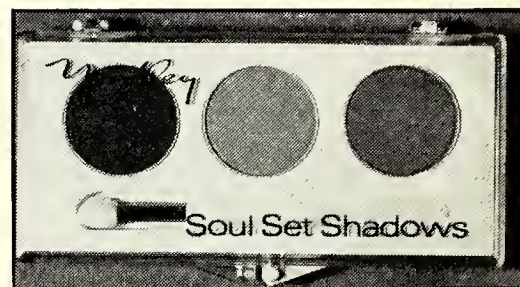
Odorono Charme aerosol deodorant comes in an elegant ice and dark blue pack. (Chesebrough-Pond's Ltd, Victoria Road, London, NW10.)

Ambre Soie Duo Tan in aerosol

Ambre Soie Duo Tan, a successful addition to the Ambre Solaire range in 1970, appears in a new aerosol mousse form for 1971 (£0.79). Three kinds of Ambre Soie Duo Tan are now available—cream, lotion or fluffy mousse. (Ambre Solaire Golden Ltd, 18 Bruton Street, London W1A 1BX.)

Yardley creations

The latest addition to Yardley talcum powders is Wild Fern (£0.34½). Yardley say, "So many nice things have been said about Wild Fern toilet soap which was



launched in 1970, that a talc in the same fragrance had to follow." The Wild Fern talc is packed in a leaf-green container.

Yardley have launched a new range of eye shadow—pearly, powder shadows, to be known collectively as Soul Sets. The nine colours are: Heather, Slate, Violet, Peacock, French Navy, Apple Green, Daffodil, Olive, and Mushroom. They can be bought individually (£0.33) or in palettes of three (£0.64). They can be used wet or dry for highlighting, shading or as eyeliners. Treble palettes offer a saving over the single containers and contain: Violet, Heather and Slate, or Daffodil, Apple Green and Olive, or French Navy, Peacock and Apple Green.

Yardley pearly eye shadow creams, known as Pearly Shiners, have been so successful since their launch in spring 1970, that two more attractive fashion colours, Violet and Smoky Green (£0.33) are added to the range (Yardley of London Ltd, 33 Old Bond Street, London W1.)

A Dorothy Gray team

Two new ideas that are half-makeup, half-skincare from Dorothy Gray make it easy for beginners. If the complexion is dull and sallow, add colour with moisture tint (£0.73) a creamy moisturised lotion with a glow of colour added. Pack is a gold-capped glass jar.

If the skin is ruddy, with broken veins then the recommendation is subtract colour with Skin Colour Corrector (£0.73).

Skin Colour Corrector is green to cool down and neutralise too-red cheeks, and disguise cobwebby veins that show through makeup. A smooth-spreading cream, it is best under foundation, but over a moisturiser.

New for lips from Dorothy Gray is Gaucho Red lipstick, "a plum-gloss"

Continued on page 212

Continued from page 211

£0.57½, and there is a new name for an existing Dorothy Gray lipstick — Bandanna "a soft red-gloss" is now called Snapdragon (£0.58).

To The Colour Swirls kits of eye make-up have been added Turquoise and Brown (£1.38) (Dorothy Gray, 45 Conduit Street, London W1R 0DT.)

Sundries

Thermos introductions

In contemporary solid colours of old gold, blue and tangerine, model 25½ (£0.52) with an 8 fl oz capacity, and model 2525 (26 fl oz) (£0.85) are the latest additions to the Thermos No 25 series.

A new 16 fl oz vacuum flask has been designed by Thermos to meet the increasing requirements of the mass plastic flask market. Model 26 (£0.49), comes in a choice of red and blue.

With practical, pour-through stoppers to ensure maximum heat retention and ease of use, two additional Thermos vacuum jugs have been launched. The 16 fl oz model 71 and 36 fl oz model 71Q are available in new colours of azure blue, chinese red and tangerine. (Thermos Ltd, Ongar Road, Brentwood, Essex.)



PRESCRIPTION SPECIALITIES

ERYTHROPED forte suspension

Manufacturer Abbott Laboratories Ltd, Queenborough, Kent

Description Cherry flavoured granules to prepare suspension, each 5 ml containing 400 mg of erythromycin activity in the form of the ethylsuccinate

Indications Infections caused by organisms sensitive to erythromycin

Dosage For adults and children over 8 years old: 5 ml (400 mg) 4-6 hourly

Side effects Allergic reactions (rare and mild). Occasional abdominal discomfort which usually disappears after a few days, often without reduction of dosage

Packs Granules to prepare suspension—100 ml bottle, trade price £1.13

Supply restrictions Therapeutic Substances Act

Issued February 1971

PROMOTIONS

£1 million to be spent on Macleans relaunch

Beechams are claiming "the biggest new product introduction ever in the toiletries market" for the relaunch of their Macleans Freshmint and Macleans White Fluoride toothpastes (p 211). In all, over £1 million is being spent on advertising and promotions—£650,000 on television, cinemas and the Press and £500,000 on promotional backing.

The two new formulations were sold into the Westward television area in May 1970, backed by advertising at the minimum proposed for the national introduction. Initial trade orders were five times above any previous demand—and even these stocks were stretched to the limit once the campaign started. During the six months June-November, Beecham claim the brands significantly outsold all competitors, and the brand now holds a 32 per cent market share in the test area—9 per cent above its nearest rival.

For Freshmint, the theme of the advertising will be "world of whiteness" and from April 19, 45 peak-time 30-sec commercials will be screened in a period of 60 days, with a total of 120 spots in the last nine months. This will be supported by a cinema campaign during the last six weeks.

Macleans White Fluoride will be featured in women's magazines, with mothers of young children as the target. This campaign, comprising 90 colour insertions, runs from April to December.

Yet more support will come from a national £0.05 coupon distribution to encourage initial trial of the products (this will not include Westward). And to follow, further couponing operations, on-pack offers and promotional discounts are planned.

A wide range of display material, from dump bins (three sizes, to suit all sizes of business) and wire shelf baskets to window stickers. The campaign is expected to stimulate market growth, as well as increase Beecham's share. (Beecham toiletry division, Great West Road, Brentford, Middlesex.)

Odorono offer

A 27 per cent-off-invoice offer is currently being operated in connection with Odorono deodorant-anti-perspirant. It enables stockists to sell the 120g size for £0.30, instead of the recommended £0.40, and the new 200g size (see p 211) for £0.40, compared with £0.55.

Adhesive sticker flashes are available to call the offer to customer's attention.

A further 15 per cent-off-invoice discount is available on the rest of the Odorono range—sticks, roll-ons, and the new "Charme" aerosol deodorant. The promotion is backed by a new counter display unit, which occupies less than a square foot of counter space, but carries eight 200g and four 120g Dri Mist "Time Release" aerosols; four new Charme aerosol deodorants, together with six Charme



and Sport anti-perspirant deodorant roll-ons; and three of the deodorant sticks.

A special feature of the unit is that the back tray is detachable, to allow the Odorono aerosol range to be displayed separately from the roll-on and stick ranges. (Chesebrough-Pond's Ltd, Victoria Road, London NW10.)

Local support for NPUM

Bournemouth, Poole and East Dorset Branch of the National Pharmaceutical Union is to organise an advertising campaign for NPUM products again this year. The 1970 campaign produced favourable results. Weekly spaces will be taken in the *Bournemouth Evening Echo*.

Holiday competition

A holiday voucher for £250 (or a holiday for two in Rhodes) will be the prize for the two winners of a competition for retailers and wholesalers being run in connection with the current Colgate Dental Cream "Golden Orbit" promotion.

Until March 8, minimum orders of Colgate's, linked with product display, will produce for the stockist an entry form with puzzle to solve, plus a tie-breaker.

Second and third prizes — £100 and £50 holiday vouchers, respectively — will go to at least one retailer and one wholesaler from each television region covered (Tyne-Tees is the only exception).

The promotion also includes a consumer competition that will operate through retail shops (Colgate-Palmolive Ltd, 76 Oxford Street, London, W 1.)

ON TV NEXT WEEK

Ln = London; M = Midland; Lc = Lancashire; Y = Yorkshire; Sc = Scotland; WW = Wales and West; So = South; NE = North-east; A = Anglia; U = Ulster; We = Westward; B = Border; G = Grampian; E = Eireann; CI = Channel Islands.

Anadin Cold Treatment: Lc

Brylcreem: All except E

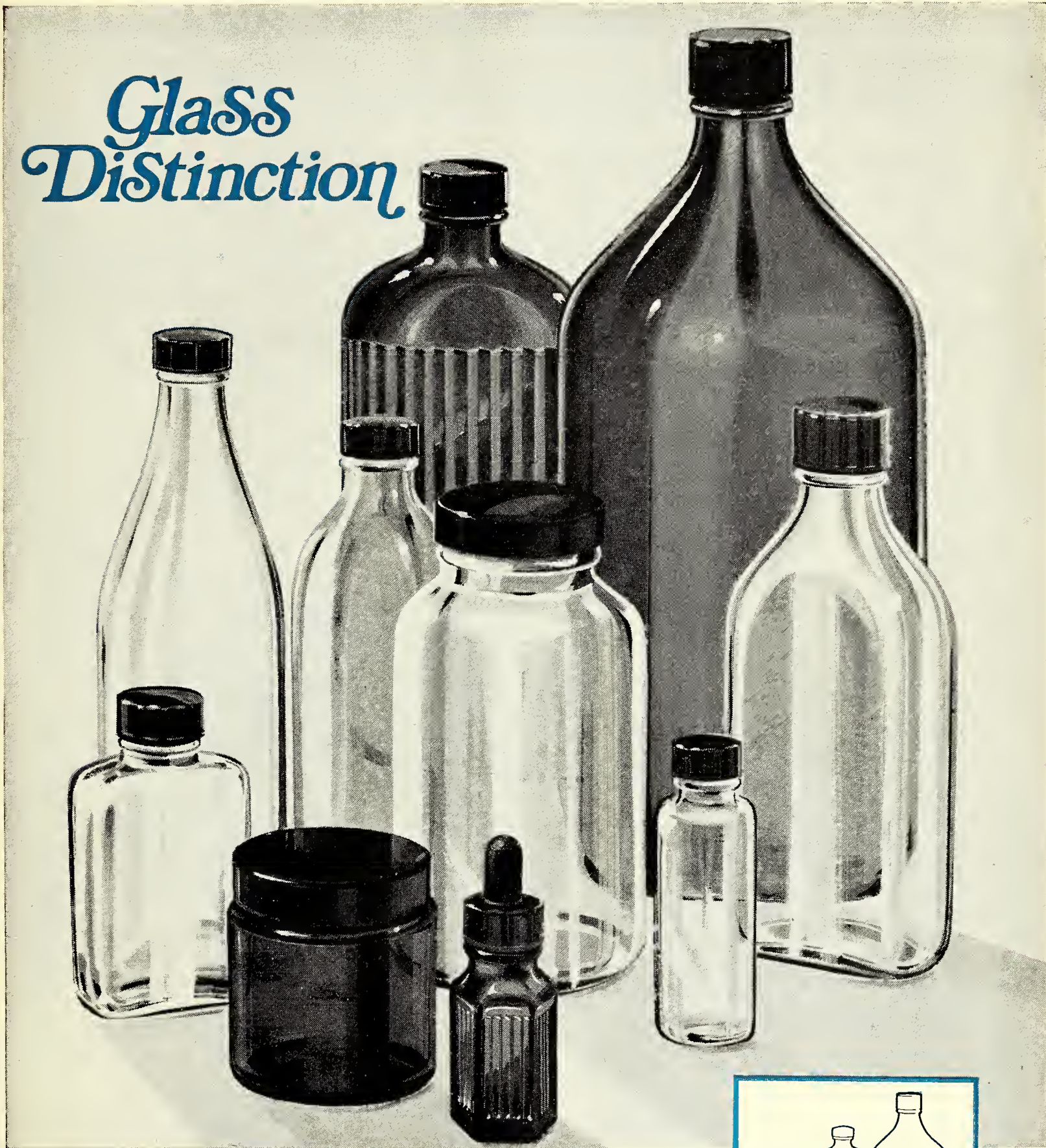
Buttercup syrup: Lc, Y, NE

Cabdrivers adult linctus: Y

Radox: All except U, E

Vosene: Ln, M, Sc, NE, A, U, We, B, G, CI

Glass Distinction



Glass containers by Beatson—ask your wholesaler

- | | |
|---|---|
| 1. Metric Ribbed Oval—
white flint and amber | 5. Powders—white flint and amber |
| 2. Metric Winchesters
Plain and Poison | 6. Metric Sloping Shoulder Flat
—white flint and amber |
| 3. Metric Medical—
white flint | 7. Olive Oils—white flint |
| 4. Vials—white flint | 8. Tablets—white flint and amber |
| | 9. Jars—white flint and amber |
| | 10. Eye Drop bottles
and Droppers —amber |



For details of sizes contact:-

BEATSON, CLARK & CO. LTD., Rotherham, Yorks. Tel: 0709-79141 Telex: 54329



MACDONALD'S

INTRODUCE FOR AN EXPANDING MARKET...

4 New Cotton Wool products

PLEATED COTTON WOOL

A high quality blend of cotton wool and rayon, now made in a handy piece-at-a-time form. Pleated cotton wool makes a valuable – and profitable – addition to the Macdonald range of Household Cotton Wool rolls. Available in a popular 50 grms. and an economy 200 grms. pack.

... and SNODROPS

Made from pure rayon, Snodrops are a top quality improvement on ordinary cotton wool balls, with a steady demand for nursery and cosmetic use. Packed in attractive, hygienic polythene bags of either 50 or 100 balls.



WEEKLY CHANGES AND ADDITIONS

to February Quarterly Price List

Trade prices are given per unit unless otherwise stated. Bold upright figures (2 9) in the retail columns indicate the price is subject to retail price maintenance. Italic figures (2 9) is manufacturers recommended price. Light upright figures (2 9) is a suggested guide. A = Price Advanced. R = Price Reduced. ● = New entry. D = Delete. C = Correction. / = Insert.

	Trade £·p	Tax £·p	Retail £·p		Trade £·p	Tax £·p	Retail £·p
Alberto-Culver (1437 ACC)				gout Varalettes	36	1·80dz	0·66dz 0·25
VO5 hair spray	75g	2·05dz	1·13dz 0·34		90	3·90dz	1·43dz 0·62
	130g	2·89dz	1·59dz 0·48	lithium citrate	100g	1·80dz	0·66dz 0·25
	220g	4·22dz	2·32dz 0·70		200g	3·10dz	1·135dz 0·45
Alkadonna (228 Carlton)					500g	6·25dz	2·29dz 0·90
tablets	60	0·19	0·07 —	magnesia citrate	100g	1·20dz	0·44dz 0·20
	500	1·37	— —		200g	2·25dz	0·82dz 0·35
	1000	2·63	— —		500g	4·10dz	1·50dz 0·70
Andre Phillippe (48 AP)				piperazine citrate	100g	2·50dz	0·915dz 0·36
bubble bath					200g	3·90dz	1·43dz 0·62
bubble bottle	25	1·87dz	0·687dz 0·29		500g	6·30dz	2·31dz 1·00
swan dimple	3	1·87dz	0·687dz 0·29	pipermag for worms	10g	0·90dz	0·33dz 0·12
continental	35	7·20dz	2·64dz 1·12½		100g	2·50dz	0·915dz 0·36
slim diamond	14	3·40dz	1·245dz 0·52½	potash citrate	100g	3·90dz	1·43dz 0·62
unicorn	16	7·50dz	2·75dz 1·15		200g	6·30dz	2·31dz 1·00
Cologne					500g	4·10dz	1·50dz 0·60
bubble bottle	38	1·67dz	0·92dz 0·29	Urobishop	100g	2·02dz	0·735dz 0·30
Eau de Cologne				Vichy salts	100g	3·40dz	1·245dz 0·50
dimple bottle	37	0·72dz	0·395dz 0·12½		200g	6·30dz	2·31dz 1·00
slim diamond	24	3·00dz	1·65dz 0·52½		500g	2·20dz	0·805dz 0·35
swan dimple	23	1·67dz	0·92dz 0·29	Vichy Varalettes	150	6·30dz	2·31dz 1·00
baby six	36	0·72dz	0·395dz 0·12½		500		
hair lacquer aerosol	11	1·67dz	0·92dz 0·29	Camyna (145 B) entire entry			D
refill	12	0·72dz	0·395dz 0·12½	Chapstick (1071 Robins)	1·90	1·05	0·16
hair spray aerosol	17	1·67dz	0·92dz 0·29		(2 dz)	(2 dz)	
bath salt decanter	29	—	— —	Combizym (1490 IAPS)			
bubble bath horse				dragees	30	0·383	0·141 0·65 I
head book end	16	—	— —	Contusol (1054 R & B)			
hand cream	5	—	— —	antiseptic	250ml	0·18	0·065 0·34
lacquer removing					dp 500ml	0·29	—
shampoo	28	—	— —		dp 1l	0·53	—
					dp 2l	1·00	—
Arrowtabs (1402 AL) existing entry				lotion	250ml	0·13	— 0·20
Arrowtabs (1402 AL)					500ml	0·20	— 0·30
Arrowgards 2½ in sq.	20	0·30	— 0·45		1l	0·38	— 0·57
		0·11	— 0·20		2l	0·73	— 1·09½
Arrowmounts				Co-tabs (331 C)			D
Arrowsleaves				Crepe de Chine (1551 PR)			
4 in × 5 in		0·27	— 0·40	eau de Cologne	560l	—	— 0·93 I
5 in × 7 in		0·33	— 0·50	perfume 5108 & 5106		—	— D
8½ in × 6½ in		0·50	— 0·75	spray mist Cologne	4244S	—	— D
10 in × 8 in		0·60	— 0·90				
Arrowtabs		0·10	— 0·15	Dalmaplast (1595 AF) existing entry			D
colour slide album				Dalmaplast (1595 AF)			I
35mm		1·67	— 2·50	first aid bulk packs			
2½ sq.		1·67	— 2·50	assorted gross	0·41	—	—
Flashflector umbrella		2·17	— 3·25	1½ in × ¼ in gross	0·30	—	—
hand movie viewer				2½ in × ¼ in gross	0·46	—	—
std. 8	1·50	—	2·25	3 in × ¼ in gross	0·55	—	—
sup. 8	1·50	—	2·25	cabinet No 1			
lens tissues (50)	0·07	—	0·10	144 dressings	0·50	—	—
mini viewer M.P. 10	0·22	0·12	0·45	doctors 180 dressings	0·80	—	—
negative storage album				eye occlusion shades			
35mm	0·83	—	1·25	elastic	0·35dz	—	—
2½ sq.	0·83	—	1·25	rigid	0·30dz	—	—
photo corners	0·13	0·05	0·25	patch test dressings	100	1·63	—
plastic r/mounts				waterproof occlusive			
24 × 36mm	36	0·20	— 0·30	dressings ½ in diameter	100	0·25	—
18 × 24mm	36	0·27	— 0·40		1½ in diameter	0·46	—
2½ sq.	24	0·33	— 0·50		1½ in × 1 in	0·39	—
Protect-a-Print leader					3 in × 1 in	0·59	—
std. 8	0·27	—	0·40		3 in × 2 in	0·91	—
sup. 8	0·27	—	0·40	strapping			
Reel-Ups	0·20	—	0·30	1 in × 1 yd	0·47dz	—	—
transfer movie wipes				1 in × 2½ yd	0·66dz	—	—
1	0·30	—	0·45	½ in × 5 yd	0·72dz	—	—
2	0·30	—	0·45	1 in × 5 yd	1·10dz	—	—
Bishops (132 AB) existing entry				2 in × 5 yd	1·76dz	—	—
Bishops (132 AB)				3 in × 5 yd	2·42dz	—	—
caffeine	100g	1·80dz	0·66dz 0·25	4 in × 5 yd	2·97dz	—	—
	200g	3·10dz	1·135dz 0·45	6 in × 5 yd	3·92dz	—	—
	500g	6·25dz	2·29dz 0·90	strip dressings			
caffeine citrate	100g	1·80dz	0·66dz 0·25	1½ in × 1 yd	1·19dz	—	—
	200g	3·10dz	1·135dz 0·45	2½ in × 1 yd	1·51dz	—	—
	500g	6·25dz	2·29dz 0·90	3 in × 5 yd	1·70dz	—	—
Carlsbad salts	100g	2·02dz	0·735dz 0·30				
	200g	3·40dz	1·245dz 0·50				
	500g	6·30dz	2·31dz 1·00				



Milk
and Sulphur
Skin Soap

NEW PACK
9p RETAIL
NOW BEING
NATIONALLY
ADVERTISED

CONVERSION TABLE

£p.	s.	d.	£p.	s.	d.
0·01	...	2½	0·51	...	10 2½
0·02	...	5	0·52	...	10 5
0·03	...	7	0·53	...	10 7
0·04	...	9½	0·54	...	10 9½
0·05	...	1 0	0·55	...	11 0
0·06	...	1 2½	0·56	...	11 2½
0·07	...	1 5	0·57	...	11 5
0·08	...	1 7	0·58	...	11 7
0·09	...	1 9½	0·59	...	11 9½
0·10	...	2 0	0·60	...	12 0
0·11	...	2 2½	0·61	...	12 2½
0·12	...	2 5	0·62	...	12 5
0·13	...	2 7	0·63	...	12 7
0·14	...	2 9½	0·64	...	12 9½
0·15	...	3 0	0·65	...	13 0
0·16	...	3 2½	0·66	...	13 2½
0·17	...	3 5	0·67	...	13 5
0·18	...	3 7	0·68	...	13 7
0·19	...	3 9½	0·69	...	13 9½
0·20	...	4 0	0·70	...	14 0
0·21	...	4 2½	0·71	...	14 2½
0·22	...	4 5	0·72	...	14 5
0·23	...	4 7	0·73	...	14 7
0·24	...	4 9½	0·74	...	14 9½
0·25	...	5 0	0·75	...	15 0
0·26	...	5 2½	0·76	...	15 2½
0·27	...	5 5	0·77	...	15 5
0·28	...	5 7	0·78	...	15 7
0·29	...	5 9½	0·79	...	15 9½
0·30	...	6 0	0·80	...	16 0
0·31	...	6 2½	0·81	...	16 2½
0·32	...	6 5	0·82	...	16 5
0·33	...	6 7	0·83	...	16 7
0·34	...	6 9½	0·84	...	16 9½
0·35	...	7 0	0·85	...	17 0
0·36	...	7 2½	0·86	...	17 2½
0·37	...	7 5	0·87	...	17 5
0·38	...	7 7	0·88	...	17 7
0·39	...	7 9½	0·89	...	17 9½
0·40	...	8 0	0·90	...	18 0
0·41	...	8 2½	0·91	...	18 2½
0·42	...	8 5	0·92	...	18 5
0·43	...	8 7	0·93	...	18 7
0·44	...	8 9½	0·94	...	18 9½
0·45	...	9 0	0·95	...	19 0
0·46	...	9 2½	0·96	...	19 2½
0·47	...	9 5	0·97	...	19 5
0·48	...	9 7	0·98	...	19 7
0·49	...	9 9½	0·99	...	19 9½
0·50	...	10 0	1·00	...	20 0

vaccination dressings			
child's	0·23dz	—	—
adult's	0·39dz	—	—
zinc oxide plaster			
½ in × 5 yd	0·86dz	—	—
1 in × 5 yd	1·26dz	—	—
2 in × 5 yd	2·08dz	—	—
3 in × 5 yd	2·80dz	—	—
½ in × 10 yd	1·26dz	—	—
1 in × 10 yd	1·93dz	—	—
2 in × 10 yd	3·28dz	—	—
3 in × 10 yd	4·61dz	—	—
Delaminoph (142 BML)			
tablets	1000	3·68	—
Democracin (1490 IAP5) TS			
tablets	250	0·195	—
	500	0·38	—
	1000	0·75	—
Drapolene (218 Calmic)			
cream	55g	1·60dz	0·20

the most versatile digitalis glycoside

LANOXIN* DIGOXIN

TABLETS • SOLUTION • INJECTION • PAEDIATRIC ELIXIR

BURROUGHS WELLCOME & CO. (The Wellcome Foundation Ltd.) DARTFORD, KENT.

*Trade Mark



	Trade £:p	Tax £:p	Retail £:p	
Eau Neuve (Lubin (957 Perl)) existing entry				D
Eau Neuve (Lubin (957 Perl))				I
eau de toilette	309	0.95	0.525	1.95
	310	1.45	0.80	2.95
	311	2.20	1.21	4.45
	3100	2.20	1.21	4.45
atomiser	320	1.65	0.91	3.30
soap	316	0.35	0.13	0.69
Equatone (301 Coty)				
balancing freshener	4oz	0.47	0.2585	1.00
	8oz	0.78	0.429	1.65
toner	4oz	0.47	0.2585	1.00
deep cleansing oil	4oz	0.59	0.3245	1.25
enriched night treatment	2oz	0.82	0.451	1.75
facial cleansing milk	4oz	0.42	0.231	0.90
	8oz	0.71	0.3905	1.50
foaming cleanser concentrate	3oz	0.59	0.3245	1.25
moisture equaliser	2oz	0.66	0.363	1.40
moisture multiplier	2oz	0.71	0.3905	1.50
overnight eye cream		0.59	0.3245	1.25
tone-up moisture mask	3oz	0.82	0.451	1.75
totally soft body lotion	8oz	0.94	0.517	2.00
FDS (1437 ACC)				
deodorant aerosol		2.24dz	1.23dz	0.37
Fecarb (142 BML)				
tablets	5000	10.25	—	I
Felsol (181 Felsol)				
powders	12	1.575dz	0.58dz	0.22½
	60	6.24dz	2.28dz	0.88½
	90	0.79	—	—
dp				
Gala of London (876 MP)				
eye liquid tints		2.35dz	1.295dz	0.42
mascara liquid lash		3.75dz	2.065dz	0.67
Halex (1102 Sanitas)				
toothbrushes				
bristle		1.60dz	—	0.20
Noddy		0.90dz	—	0.11
nylon		0.935dz	—	0.11½
Noddy		0.735dz	—	0.09
carded		0.935dz	—	0.11
Capri		1.60dz	—	0.20
smokers		1.60dz	—	0.20
twin		1.40dz	—	0.17½
junior twin		1.20dz	—	0.15
denture brush		1.70dz	—	0.21
Ia-Pen (1490 IAP5) TS				
tablets 250mg	250	1.83	—	—
	500	3.55	—	—
	1000	7.00	—	—
Marcaïn (179 BDH)				
ampoules plain				
0.5% 10ml x 5		0.83dz	—	—
0.25% 10ml x 5		0.69dz	—	—
Mitchum (1520 IPM)				
esoterica cream †		—	—	I
Naxogin (227 Erba)				
tablets 250mg	12	0.65	—	0.98
	20	—	—	—

	Trade £:p	Tax £:p	Retail £:p	
Nu-Soft (903 NPU)				
kitchen rolls twin pack	1.43dz	0.20dz	0.17	
Phazyme (1178 Stafford)				
tablets	100	9.90dz	3.63dz	1.40
Prothiaden (324 Crookes) †548				
capsules 25mg	100	1.57	—	—
	600	9.03	—	—
Silhouette (1385 GOC)				
sunglasses		—	—	3.90
620; 628		—	—	4.10
651; 656		—	—	4.30
629; 673		—	—	4.40
626; 627; 631		—	—	4.50
658		—	—	5.00
661; 662		—	—	5.10
668		—	—	5.40
665		—	—	5.60
666		—	—	6.00
667		—	—	—
Skin Dew (596 HR)				
contour-lift		—	—	2.00
herbal lotion		—	—	1.00
Sugaree (1375 5ACL)				
Demerara	4.80	—	0.12½	I
(4dz)		—	—	—
white granulated	5.75	—	0.15	
(4dz)		—	—	—
coffee crystals	3.85	—	0.10	
(4dz)		—	—	—
Sulphamezathine (649 ICI) †548				
oral suspension	150ml	0.24	—	0.36
	11	0.98	—	1.47
powder	100g	0.50	—	0.75
	500g	2.06	—	3.09
tablets	100	0.35	—	0.53
	500	1.10	—	1.65
	1000	2.15	—	3.23
	5000	10.45	—	15.73
Tetralysal (227 Erba) T5				
capsules 150mg	16	0.33	—	0.50
	100	1.95	—	2.93
	1000	17.50	—	25.63
Thompson's (992 P & C)				
slippery elm food				
malted or unmalted 6oz	1.70dz	—	0.17½	I
XZ (957 Perl)				
hair nutrient	9.50dz	5.225dz	1.60	I

AMENDMENTS TO KEY TO SUPPLIERS

614 Hoechst = Hoechst Pharmaceuticals Ltd., Hoechst House, Salisbury Road, Hounslow, Middlesex. 01-570 7712.
 1375 5ACL = Slimming Aid Co Ltd, 7 Greenlaw Gardens, New Malden, Surrey. 01-942 2987.
 1385 GOC = Grafton Optical Co Ltd, 1 Worship Street, London, E.C.2. 01-628 5841.
 1471 Con Phar = Continental Pharma Ltd, 169 Regent Street, London, W1R 8HE. 01-734 7495.

	Trade £:p	Tax £:p	Retail £:p	
Ferybar (1091 Rybar)				
tonic	150ml	2.00dz	0.73dz	0.31
	115ml	—	—	—
Flushette (430 Eucryl)				
toilet deodoriser		0.48dz	—	0.06
Folex (1091 Rybar)				
tablets	50	2.50dz	—	0.31
	500	1.35	—	—
Garlodex (851 MHP)				
tablets	144	4.50dz	1.65dz	0.68½
Gelozone (851 MHP)				
2oz	1.30dz	—	0.14½	I
Gerber (200 B & P)				
strained foods	4½oz	0.59dz	—	0.06
Gerivin (1091 Rybar)				
tonic	150ml	2.70dz	0.99dz	0.43
	115ml	—	—	—
Goddards (430 Eucryl)				
embrocation		0.78dz	0.285dz	0.11
		1.215dz	0.445dz	0.19
		1.865dz	0.69dz	0.29
white oils cream		—	—	—
Halina (1136 Silber)				
cameras still		—	—	19.95
500		—	—	2.47
case		—	—	—
Inecto (1028 Rapidol) existing entry				
Inecto (1028 Rapidol)				
colour creme		0.26	0.15	0.54
creme hair lightener		0.12	0.07	0.25
four-in-one †		0.20	0.11	0.41
Hair Magic		0.16	0.09	0.33
Hi-lift		0.15	0.09	0.32
Hint of a Tint		0.46dz	0.26dz	0.08
Inecto Rapid †		0.20	0.11	0.41
		0.50	0.27	1.02
Inecto set		0.54dz	0.30dz	0.09
peach nut oil conditioner		1.10dz	0.61dz	0.19
shampoo		0.72	0.26	0.06
		(2dz)	(2dz)	—
bottle		1.66dz	0.61dz	0.26
shampoo hair colour		0.40	0.22	0.82
remover		0.40	0.22	0.82
stain remover		—	—	—
Isoxyl (1378 Con Phar)				
Isoxyl (1471 Con Phar)				
Jackel (1412 Jackel)				
combs aluminium		0.12	0.045	0.22
pocket	200	0.13	0.05	0.25
medium	210GF	—	—	—
	225 & 252	—	—	—
Kodak (711 Kodak)				
Instamatic				
colour outfits	"33"	2.445	1.345	5.01
	"133"	3.955	1.95	7.84
	"133"-X	4.015	2.085	8.12
	"233"	5.955	3.05	12.01½
	"233"-X	6.165	3.27	12.60½
	"333"	12.235	6.485	25.10
	"333"-X	12.81	6.775	26.25½
	"304"	8.00	4.205	16.33
colour roll films				
Kodachrome-X				
127; 120; 620		0.27	0.15	0.48
	828	0.245	0.135	0.44
	126-12	0.32	0.175	0.57
	126-20	0.40	0.22	0.71
Ektachrome high speed				
120		0.44	0.24	0.78
Ektachrome-X				
127; 120; 620		0.315	0.175	0.56
	126-20	0.50	0.275	0.89
Kodachrome II 828-12		0.62	0.14	0.90
colour miniature film				
Kodachrome-X 135				
(12 exp)		0.30	0.165	0.53
(20 exp)		0.365	0.20	0.65
(36 exp)		0.50	0.275	0.89
Ektachrome high speed				
(20 exp)		0.62	0.34	1.10
Ektachrome-X 135				
(20 exp)		0.50	0.275	0.89
(36 exp)		0.71	0.39	1.26
Kodachrome II				
135-20		0.90	0.265	1.36
135-36		1.30	0.37	1.96
Kodachrome-X				
135-20		0.90	0.265	1.36
135-36		1.30	0.37	1.96
126-20		0.90	0.265	1.36
movie films (double 8mm)				
Kodachrome II				
25ft spool		1.05	0.37	1.65
25ft magazine		1.30	0.485	2.06
for Bolex	100ft	3.64	1.145	5.56
Super 8 cartridge		1.25	0.48	2.00
Super 8 double				
100ft spool		4.49	1.545	7.00
movie films (16mm)				
Kodachrome II				
50ft spool		1.75	0.665	2.79
50ft magazine		2.07	0.825	3.34
100ft spool		2.96	1.135	4.69
Linus (1529 CL)				
vitamin C powder	60g	0.45	—	0.60
Living Hair (1412 Jackel) existing entry				
Living Hair (1412 Jackel)				
protein conditioner		0.21	0.115	0.44
shampoo		0.18	0.065	0.33
		0.30	0.11	0.55

THIS WEEK'S CHANGES

Achromycin (746 Lederle) T5				
intramuscular 100mg	10	0.82	—	0.97
	6	—	—	—
Almay (39 Almay)				
compact make-up		—	—	0.58½
deep mist		—	—	—
moisture cream		—	—	1.12½
night cream		—	—	0.82½
shampoo		—	—	0.42½
dry skin		—	—	—
night care cream		—	—	0.97½
eye liner cake		—	—	0.57½
eye liner brush		—	—	0.32½
eye shadow brush-on		—	—	0.77½
face powder		—	—	0.77½
hush blush		—	—	1.37½
mascara		—	—	0.77½
nail enamel clear		—	—	0.32½
creme glaze		—	—	0.46½
posted		—	—	0.46½
base & top coat		—	—	0.32½
Almevax (208 BVV)				
rubella vaccine ampoules	3	2.85	—	4.28
Ambre Soie (525 Golden)				
duo-tan aerosol		4.60dz	2.52dz	0.79
home tan aerosol		—	—	—
Aquasun (430 Eucryl)				
toilet cleanser refill		1.16dz	—	0.14½
Arocin (851 MHP)				
capsules	100	4.60dz	—	0.53½
	200	8.45dz	—	0.98½
Ascon (311 C) †				
suspension	200ml	0.1925	0.07	0.36
tablets	20	0.1042	0.035	0.19½
Athera (851 MPH)				
tablets	40	1.30dz	0.48dz	0.19½
	100	2.80dz	1.03dz	0.42½
	500	10.70dz	3.93dz	1.62½
Billesholm (59 Arden)				
anti-noise ear protection		0.09	—	0.14
ear defender		2.16	—	2.87½

Biobalm (851 MHP)	4oz	1.10dz	0.40dz	0.16½	C
Bisks (1530 Fisons)					
cream crackers		2.27dz	—	0.23½	●
Bronnley (194 Bronnley)					
soap eggs	0107	—	—	0.30	C
pre-make up	0523	—	—	0.16	I
Cellogen (385 DG)					
hand cream	55cc	0.50	0.275	1.06	C
CVK (2 Abbott) T5					
solution 125mg	100ml	0.35	—	0.53	C
Dorothy Gray (385 DG)					
colour swirls		0.66	0.365	1.38	
cream rouge		0.28	0.155	0.59	
eyebrow pencil		0.11	0.06	0.26	
eye make-up remover					
	12cc	0.19	0.105	0.38	
hand cream	55cc	0.29	0.16	0.61	
lipsticks		0.27	0.15	0.57	
Perfemina handbag spray		0.13	0.07	0.27	
roll-on deodorant	55cc	0.27	0.15	0.57	
Young and Lovely					
lipstick		0.19	0.105	0.38	
Elation (385 DG)					
make-up					I
blush-on blusher refill		0.38	0.21	0.80	
eyeshades		0.54	0.295	1.14	
eyeshadow brush-on		0.45	0.25	0.95	
face glosser		0.35	0.195	0.83	
mascara brush-on		0.46	0.255	0.99	
refill		0.29	0.16	0.61	
nail enamel pearl		0.27	0.15	0.57	
skin glossers		0.67	0.37	1.41	
Erythroped (2 Abbott) existing entry					D
Erythroped (2 Abbott) T5					I
granules for suspension					
to make	100ml	7.00dz	—	0.88	
pro infans	100ml	5.00dz	—	0.53	
forte	100ml	1.13	—	1.79	
Feen-a-Mint (133 WL)					
tablets	24				

	Trade £p	Tax £p	Retail £p		Trade £p	Tax £p	Retail £p		Trade £p	Tax £p	Retail £p
cleans (105 BTD)				small 3 row 276	1.60dz	0.59dz	0.25	family	TFQ	—	0.97
toothpaste freshmint or				large 3 row 277	1.45dz	0.53dz	0.22½	refills		—	
fluoride				small 5 row 278	1.60dz	0.59dz	0.25	master minor	RM	—	0.30
standard	0.98dz	0.335dz	0.14 ●	Alice band, wooden beads				master and tea flask		—	
large	1.395dz	0.475dz	0.19½	5 row 424	4.00dz	0.55dz	0.55	standard	R5	—	0.30
economy	1.96dz	0.67dz	0.27½	crochet band				major	RG	—	0.50
giant	2.495dz	0.85dz	0.35	Chennille 400	3.00dz	—	0.37½	family	RF	—	0.50
regular and spearmint	—	—	—	Lurex 401	4.40dz	—	0.55	cups and lids		—	
ivax (208 BW) VSO				320	2.20dz	0.30dz	0.30	VBBH & VM5H		—	0.07
ccine 250 dose 5	59.93	—	70.50	pony tail holder 256	0.80dz	0.29dz	0.12½	16oz, 27oz & 36oz		—	
rtlet (1394 MWC)				string tie head bands 312	1.85dz	0.25dz	0.25	except VLP		—	0.09
der vinegar				velvet fashion bow				VLP		—	0.07
13oz	—	—	0.17 A	on curl clip, small 521	1.45dz	0.20dz	0.20	8oz & 16oz		—	0.07
½gal	—	—	0.93	on comb, med. 533	2.20dz	0.30dz	0.30	27oz & 36oz		—	0.09
1gal	—	—	1.28	large 537	2.95dz	0.40dz	0.40	jar	J5	—	2.53
onegar				velvet fluff fashion bow				refill	JR	—	1.43
13oz	—	—	0.30	on comb, large 540	3.30dz	0.45dz	0.45	jug tea/coffee	QJ	—	1.34
½gal	—	—	1.70	Royal Sweden (1412 Jackel) existing entry				Vegetex (851 MHP)			
1gal	—	—	2.90	Royal Sweden (1412 Jackel)				tablets	160	4.50dz	1.65dz 0.68½ C
zine (208 BVV) †s7				hair brushes ladies				lipwick		1.21dz	0.44dz 0.17 ●
blets 50mg	0.10	—	0.15	15111	0.21	0.075	0.39½	Wellcome (208 BW)			
100	0.66	—	0.99	15505	0.37	0.135	0.69	diphtheria antitoxin			
belline (1377 R & A)				1890; 1986; 1987; 15244;				2000	0.24	—	0.36 A
e gloss pearly	1.50dz	0.784dz	0.25 ●	15431	0.56	0.205	1.05	10,000	0.64	—	0.96
e lashes	4.50dz	2.351dz	0.75	15461; 1988	0.67	0.245	1.25	20,000	1.24	—	1.86
hesive	1.50dz	0.784dz	0.25	15471; 15472; 15473	1.29	0.48	2.40	40,000	2.36	—	3.54
eliner cake	0.90dz	0.47dz	0.15	501; 503	1.75	0.64	3.25	60,000	3.34	—	5.01
eliner brush	1.50dz	0.784dz	0.25	507	2.10	0.765	3.75	gas-gangrene antitoxin			
e shadow single	0.90dz	0.47dz	0.15	hair brushes men's				mixed ampoule	2.80	—	4.20
e shadow brush	1.35dz	0.708dz	0.22½	2059	0.56	0.205	1.05	Wiberg (994 P & M)			
pplicator	0.90dz	0.47dz	0.15	2045	0.80	0.295	1.50	pine essence			
anium (115 Bengue) existing entry				Satura (385 DG)				8801	1.98dz	1.09dz	0.33
anium (115 Benque)				cleaning lotion 170cc	0.54	0.295	1.14	8802	3.30dz	1.815dz	0.56
ntment				cleansing cream	0.31	0.17	0.65	8803	5.40dz	2.97dz	0.90
13g	0.10	—	0.13½	freshener 170cc	0.54	0.295	1.14	8804	10.80dz	5.94dz	1.80
500g	1.50	—	0.13½	moisture cream 30cc	0.38	0.21	0.80	8805	20.40dz	11.22dz	3.40
25g	0.10	—	0.13½	55cc	0.67	0.37	1.41	8806	34.80dz	19.14dz	5.80
100g	0.25	—	—	Saxin (208 BW)				Wild Fern (1355 Yardley)			
adex (518 Glaxo)				tablets				talcum	0.167	0.09	0.34½ ●
rup				100	0.06	—	0.09 A	Yardley (1355 Yardley)			
200ml	0.135	—	0.19 C	100	0.10	—	0.15	eye make-up			
400ml	0.255	—	0.35½ I	300	0.14	—	0.21	Soul Set shadows	0.158	0.09	0.33 ●
500ml	—	—	—	500	0.22	—	0.33	palettes	0.308	0.165	0.64
chaks (430 Eucryl)				5000	1.84	—	2.76 R	Yeast Pac (944 P & M) existing entry			
rosols				Secret of the Sea (385 DG)				Yeast Pac (994 P & M)			
vax polish				Fashion Touch 29cc	0.58	0.32	1.23 C	acne treatment sachet	0.62dz	0.225dz	0.08½
ex (851 MHP)				Serenace (1121 Searle) †s4B	6.80	—	10.20 C	beauty mask sachet	0.64dz	0.35dz	0.10
blets				ampoules 3mg/ml 50				ready mixed sachet	0.71dz	0.39dz	0.11
anes 8 sachets				Spray Net (597 HCL)				tube	2.36dz	1.30dz	0.37
ure Girl (849 MML)				(distributors 430 Eucryl)				medicated tube	1.65dz	0.61dz	0.25
exible sandals				dial standard	1.83dz	1.01dz	0.28½ C				
pw wedge heel				Sunerven (851 MHP)	1.75dz	0.64dz	0.26½ C				
plex (147 Boots)†				200	5.95dz	2.18dz	0.90½				
ccus 125ml	1.40dz	0.51dz	0.23	Tetmosol (649 ICI)							
thands (899 JND)				soap 5% tablets	0.70dz	—	0.09 C				
oves for men				Thermos (1226 Thermos)							
rmatik (803 MMP)				vacuum flasks							
rosol dispenser				25	—	—	0.57 A				
p-Ro-No (256 CPL)				25Q	—	—	0.99				
Charme" aerosol				25½	—	—	0.52 ●				
ri Mist anti-perspirant				2525	—	—	0.85				
200g	1.94dz	1.065dz	0.30 ●	26	—	—	0.49				
ltine (1303 Wander)	3.54dz	1.95dz	0.55 ●	105; 106; 226; 246	—	—	—				
case rates minimum order				cups 25½; 26	—	—	0.08 D				
direct				vacuum jugs 71	—	—	1.32 ●				
4oz	1.17dz	—	0.11	71Q	—	—	1.69				
8oz	2.04dz	—	0.19½	67/1; 67/2	—	—	—				
16oz	3.51dz	—	0.34	jug stoppers adjustable							
stant non-fat milk				71	—	—	0.13 ●				
7oz	1.43dz	—	0.13½	71Q	—	—	0.15				
12oz	2.13dz	—	0.20½	26	—	—	0.03				
molive (280 CP)				neck rings							
ave cream lime				Tranazine (208 BW)							
da (1155 S & N)				tablets 0.2 mg 10	0.10	—	0.15 ●				
rsery wool				Tuamine sulphate (413 Lilly)							
olls				Vacco (1265 Vacco) existing entry							
alls (150)	1.30dz	—	0.15	vacuum flasks							
leated (8ft)	0.65dz	—	0.07½	de luxe	VLP	—	0.55				
ador (430 Eucryl)				master minor	VM5H	—	0.46				
-freshener block				standard	VMS	—	0.49				
ral disinfectant				major	VM5D	—	0.77				
rtz (1136 Silber)				family	VM5Q	—	0.83				
four negative film				best buy minor	VBBH	—	0.45				
26				standard	VBB	—	0.47				
12exp	—	—	0.51	major	VBBQ	—	0.75				
20exp	—	—	0.61	family	VBBQ	—	0.80				
35	—	—	0.56	tea flask	TF2	—	0.62				
oids (430 Eucryl)				standard		—					
ge	1.52dz	—	0.19								
seiset (1412 Jackel)											
ling lotion	0.19	0.105	0.39								
. (430 Eucryl)											
blets 100	0.915dz	0.335dz	0.16								
na (1369 RW) existing entry											
na (1369 RW)											
edi Bands											
asticated, wooden beads											
med. 3 row 274	1.13dz	0.41dz	0.17½								

AMENDMENTS TO KEY TO SUPPLIERS

189 BT=British Tissues Ltd., Brougham Road, Worthing, Sussex. Worthing 38201.
1089 RPD=R.P. Drugs Ltd., Units 75/77, Barkston House, Domestic Street, Leeds LS11 9RT. 0532-41400.
1529 CL=Chatfield Laboratories, 345 Goswell Road, London, E.C.1. 01-370 4664.

Stop press

Canoe (350 Dana)			
Cologne spray	27cc	0.435	0.233 0.97½ ●
Cremalgin (117 BPL)			
balm	56.7g	0.15	0.06 0.31 C
Finalgon (145 B)			
(distributors 501 Geigy)			
ointment	20g	0.13	0.05 0.24 R
Froment (600 JH)			
6½oz	0.06	—	0.09 C
14oz	0.115	—	0.17½
28oz	0.21	—	0.31
Johnsons (672 Johnson)			
gauze BPC	1yd	0.82dz	— 0.10 C
lint BPC	1oz	0.835dz	— 0.10
Myleto (875 MPL)			
(distributors 1282 VB)			
Optimax (220 CC)			
drinking chocolate	500g	4.00	—
1k	6.00	—	—
tablets 0.5g	100	4.00	—
500	17.50	—	—
1000	30.00	—	—

220 CC=Cambrian Chemicals Ltd, Beddington Farm Road, Croydon CRO 4XB. 01-689 0681.

therapeutic—pharmacological index

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IA-LOXIN	250 mg.	£1.49	£2.87	£5.63
(Oxytetracycline B.P.)				
IA-PEN	125 mg.	£0.95	£1.80	£3.50
(Penicillin V. B.P.)	250 mg.	£1.83	£3.55	£7.00
IA-PRAM	25 mg.	£0.77	£1.44	£2.77
(Imipramine B.P.)				
IN-SONE	1 mg.	£0.20	£0.35	£0.67
(Prednisone B.P.)	5 mg.	£0.58	£1.13	£2.22



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No case for rejection

We are very pleased to record (p 231) the manner in which Mr John Reed was permitted by the chairman of the Central NHS (Chemist Contractors) Committee to state his case for rejection of Sir Keith Joseph's remuneration offer. Mr Reed, who resigned from the Committee because it recommended acceptance of the offer, had prepared his case well, down to duplicated sheets on which were set out his calculations of what had been underpaid to contractors by way of notional salary, over a six-year period.

But having heard his arguments, we are sure that the Pharmaceutical Committee representatives were right to settle for the interim award plus the promise of further negotiations. The basis of Mr Reed's contention was that two costs inquiries—those of 1966 and 1969—had shown that the notional salary fed into the remuneration sums during each of the preceding three years, had been well below the correct figure. This was because the level of managerial salaries actually paid was above the figures used to calculate the notional salary.

According to Mr Reed—and his arithmetic was endorsed by the accountant advising the Committee—the amount lost to chemists over the six-year period was £2½ millions. Although Mr Reed said there was precedent for these losses to be made up now, he did not wish to go back over the balance sheets—it was a matter of pointing out to the Department that they owed chemists the money, and basing the new notional salary on the correct level, taking into account recent salary and wage increases and inflation.

Unfortunately for Mr Reed's argument, the meeting was told that contractors stood to lose more than they gained by reminding the Department of old debts—there was a

small matter of £3 millions which could have been reclaimed from chemists in 1966 had retrospection been applied assiduously. Nevertheless, Mr Reed was rightly praised for bringing to representatives' attention the failure of the notional salary to keep pace with reality. It must be said, however, that the Committee was aware of this situation, but had not felt the argument would do anything to loosen the Department's purse strings.

So it came down to a question of whether to accept the offer and continue negotiations, or to reject the offer and continue negotiations. With forebodings of an incomes freeze, talk of "a bird in the hand," and thoughts for those who might go out of business just waiting, the meeting inevitably took the course it did. And not without honour, for Mr David, the Contractors Committee chairman, laid great store by the agreement that independent experts can be brought into the negotiations. As was pointed out by one speaker, the Committee has always had power to consult with outsiders — the validity of the last claim was proved by independent experts — but in the past this has meant nothing to the Government. It is to be hoped that some fresh air will blow down the Department's corridors when outside opinion is consulted by both sides.

Room for manoeuvre

The other victory is that contractors have only a one-year agreement: new factors and cost changes can therefore be applied to the balance sheets for 1971 and 1972, unlike the dark years of the two three-year agreements when inflation produced the situation brought into focus by Mr Reed.

Sir Keith Joseph has been a businessman, and will not be beaten into submission. But he can surely be persuaded by sound economic arguments, independently assessed.

BOOKS

Biographical Memoirs of Fellows of the Royal Society, Volume 16, 1970. *The Royal Society*, 6 Carlton House Terrace, London, SW 1. 10 x 6½ in. Pp. 562. £5.

The present volume contains 23 memoirs. All but two are written by other Fellows from close personal acquaintance with their subjects. Among the 23 are a number who made important contributions to medical research, including F. C. Bartlett in the field of experimental psychology, A. St G. J. McCarthy in nutrition, especially during pregnancy, S. P. Bedson on blood platelets, and others.

But what will make the volume richly worthwhile to pharmacists will be the 86-p memoir by W. S. Feldberg on Sir Henry Hallett Dale and its list of 295 titles of Sir Henry's published papers. More narrowly, the appeal may well lie chiefly in the pages on his 10 years (1904-14) as head of the Wellcome Physiological Research Laboratories and his 22 years, two decades later, as chair-

man of the Wellcome Trust. It was at the WPRL that Sir Henry, in his own words, "thought it would be best to test my ability to do research on my own initiative, find my own problems and my own methods, and to make my own mistakes."

During the period he explored the pharmacology of ergot and of pituitary extracts, work that established his reputation and led to his selection to head one of the principal departments of the National Institute of Medical Research and in due course to his powerful promotion of international biological standards. The memoir has the tremendous asset of being based, so far as the period to 1920 is concerned, on 200 pages of an Autobiographical Note written by Sir Henry between 1958 and his death in 1968.

As a document of scientific record the text is enlivened, too, with evidence of the great man's ironic turn of humour, as in the anecdote of his grandmother Batkin, who bore 19 children and lived for only one year less than a century. The old lady, when one of her daughters died at the age of 75, "shed a quiet tear and remarked that 'she was always the weakly one'."

Introduction to Pharmaceutical Dosage Forms. Howard C. Ansel. *Lea and Febiger* In Great Britain from Henry Kimpton, 205 Great Portland St, London W 1. 10½ x 7½ in. Pp 384. £6.75.

The author is professor of pharmacy, University of Georgia. His textbook avoids the classical divisions of pharmaceutical subjects to mould different aspects of the topic together.

The preface speaks of the inter-relationships that exist between drug and dosage form design and biological effectiveness.

"The emphasis of pharmaceutical education is expanding from one of drugs alone to one of drugs and their relationship to patient care.

"New programmes in which the pharmacy student is learning not only the terminology, theory, and practice of his chosen profession, but also that of other health professions are being developed, in an effort to establish the foundation for improved interprofessional communication and increased consultation."

The contents deal with the nature and use of drugs, the manufacturing processes that produce various dosage forms. A certain amount of medical terminology is introduced.

ION-SELECTIVE ELECTRODES: A NEW ANALYTICAL TOOL

J. T. Pearson, PhD, ARIC

The familiar glass electrode used for the measurement of pH may be considered as the forerunner of a whole new generation of electrodes which respond selectively to a wide range of cations and anions. It is well known that under strong alkaline conditions the pH electrode shows a response towards alkali metal cations (the so-called "alkaline error"). This response may be accentuated by modifying the chemical composition of the glass thus achieving high selectivity towards Na^+ or K^+ over a wide pH range¹. In addition to ion-selective glass electrodes which are responsive only to cations, recent years have seen the commercial development of electrodes which may be broadly classified according to the nature of the membrane.

Membrane construction

Fig 1 is a schematic representation of the main types currently available. Fig 1a shows a solid state electrode in which a single crystal or compressed disc of active material forms the membrane, an example being the F^- electrode manufactured by Orion Research Inc² with a LaF_3 crystal membrane. Another major class is shown in Fig 1b consisting of the heterogeneous membrane electrodes. These have been developed largely as a result of work by Pungor³ and co-workers who used membranes consisting of a finely divided insoluble salt dispersed in an inert matrix. An

example of this type is the Br^- electrode manufactured by Radelkis Electrochemical Instruments, Hungary⁴, which has a membrane consisting of precipitated silver bromide dispersed in silicone rubber. Fig 1c shows the liquid ion-exchange type of electrode having a porous membrane, e.g., cellulose dialysis tubing or Millipore filter, which is saturated with an organic solvent containing the dissolved active material; the Ca^{2+} electrode marketed by Orion² utilises a liquid ion-exchanger consisting of the calcium salt of didecylphosphoric acid.

In addition to the major types outlined above, others have been used involving various solid ion-exchange materials and clays, together with forms in which the active material is dispersed in paraffin wax, collodion or synthetic polymer. Graphite electrodes are available for work with redox systems. Further details regarding the construction of ion-selective electrodes, their limitations and general handling characteristics, together with a discussion of the mechanism of membrane potentials have been given in recent papers by Moody, Oke and Thomas^{5,6}.

Electrode response and selectivity

Since an electrode may show response to more than one ionic species it is necessary to define the degree of selectivity involved. For a simple case in which an electrode shows res-

ponse to two monovalent ionic species (1 and 2), the electrode potential (E) may be expressed in terms of a Nernst-type equation:

$$E = \text{constant} + \frac{2.303 RT}{F} \log (a_1 + K_{1,2} a_2)$$

where a_1 and a_2 are the activities of species 1 and 2, and K_1 is the selectivity constant which must be taken into account in all applications of ion-selective electrodes^{7,8}. Thus if $K_{1,2}$ is very small the electrode responds primarily to species 1 and a plot of E against $\log a_1$ is linear with a Nernst slope of 59.16 mV for a 10-fold change of activity at 25°C.

In conjunction with a suitable reference electrode it is possible to construct a calibration graph for the particular ion of interest. It is necessary to adopt the convention that the single ion activity coefficient (which is experimentally indeterminate) is equal to the mean ionic activity coefficient of the salt being studied⁹, bearing in mind that the molal concentration scale is used in most literature tables. Furthermore it is necessary to consider the possible effects of liquid junction potentials in the system. Often it is convenient to use $p\text{Ion}$ scales (analogous to pH) defined on an activity or concentration basis depending on the use and method of standardisation.

Electrode manufacturers

Activion Glass Ltd,
Mitchell Hall, Kinglassie, Fife, Scotland
Beckman Instruments Ltd,
Sunley House, 4 Bedford Park,
Croydon CR9 3LG
Coleman Instruments Div,
Perkin-Elmer Corp
Agents: Perkin Elmer Ltd,
Beaconsfield, Bucks.
Corning Glass Works, NY, USA
Agents: D. A. Pitman Ltd,
Weybridge, Surrey
Orion Research Inc, Mass, USA
Agents: Electronic Instruments Ltd,
Richmond, Surrey

Fig 2. A fluoride ion-selective electrode (Orion Research Inc) and saturated calomel reference electrode (Electronic Instruments Ltd) dipping into a micro-sample dish (Orion Research Inc).

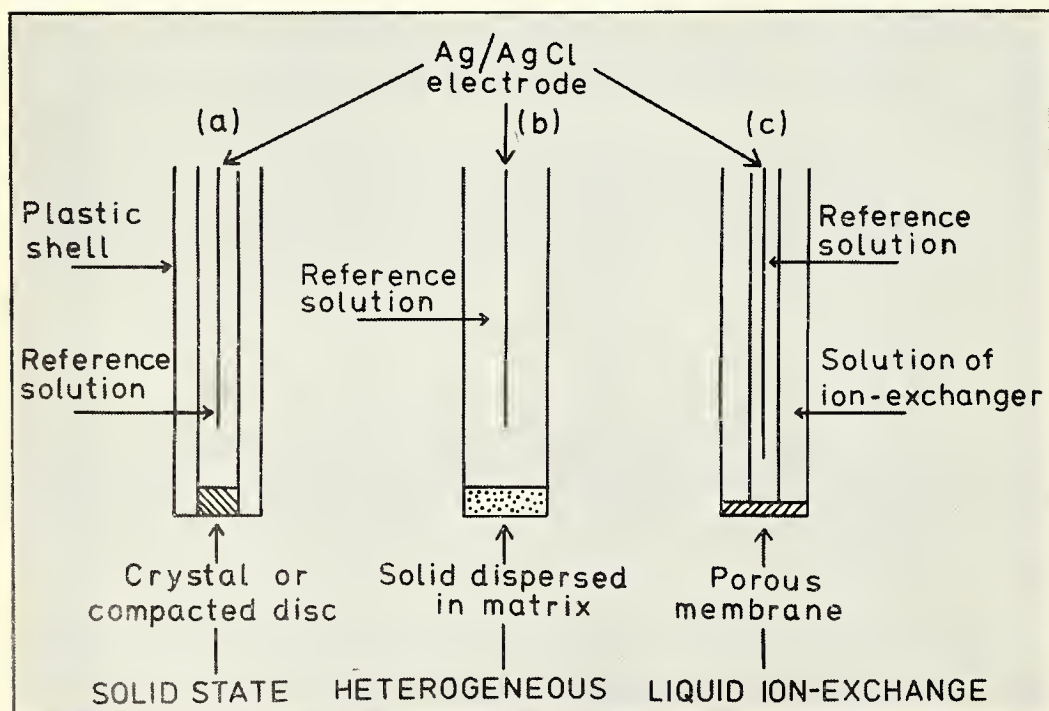
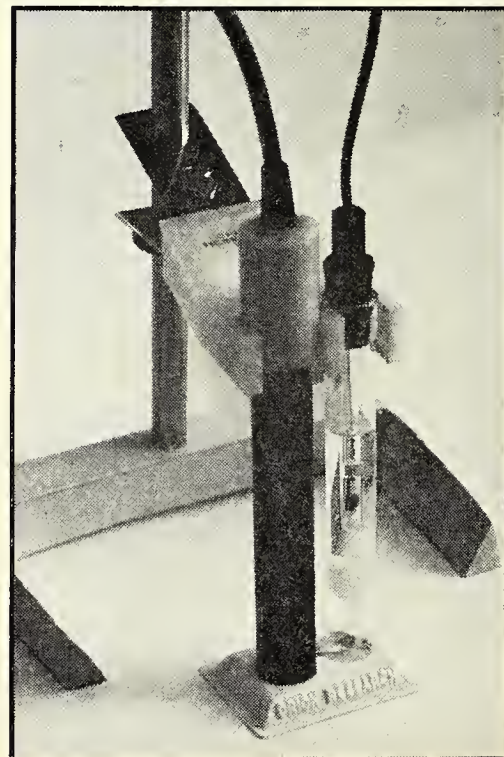


Fig 1. Diagram showing the membrane construction of ion-selective electrodes.



Philips Gloeilampenfabrieken, NV,
Analytical Equipment Department,
Eindhoven, Netherlands
Pye-Unicam Ltd,
York Street, Cambridge
(also market Philips' equipment)
Radelkis Electrochemical Instruments,
Budapest, Hungary
Agents: Protech Advisory Services,
40 High Street, Rickmansworth, Herts.

Applications

Inspection of Table I, which is a comprehensive list of ions which have been estimated using ion-selective electrodes, immediately suggests a wide range of possible applications. Electrode type has not been indicated since there is often a choice available depending on the application involved. A consideration of some recent applications that are relevant to the pharmaceutical sciences will serve to illustrate the versatility of ion-selective electrodes and indicate areas of possible future development.

Table 1

Ions which have been estimated by the use of ion-selective electrodes.

Cations		Anions	
H ⁺	Tl ⁺	F ⁻	NO ₃ ⁻
Li ⁺	Mg ²⁺	Cl ⁻	BF ₄ ⁻
Na ⁺	Ca ²⁺	Br ⁻	S ²⁻
K ⁺	Ni ²⁺	I ⁻	SO ₄ ²⁻
Rb ⁺	Cu ²⁺	OH ⁻	PO ₄ ³⁻
Cs ⁺	Cd ²⁺	CN ⁻	
Ag ⁺	Pb ²⁺	SCN ⁻	
NH ₄ ⁺		ClO ₄ ⁻	

Cation selective electrodes

The glass sodium ion selective electrode has been widely used in a number of analytical problems and with suitable precautions is capable of giving reliable results down to very low concentration levels. For example, Hawthorn and Ray¹⁰ achieved high precision over the range 0.004 to 25 ppm Na⁺ using a continuous method for water analysis. The quality control of clinical electrolyte solutions as prepared by a hospital pharmacy or industrial manufacturer is a problem of great importance; in this area, Pearson and Elstob¹¹ have recently shown that Na⁺ concentrations determined with an ion-selective electrode are in good agreement with those obtained by other methods such as flame photometry or titrimetry. Annino¹², in developing a method for the routine determination of Na⁺ in urine samples, was able to show that blind comparisons of Na⁺ concentrations obtained by flame photometry and a sodium electrode were in excellent agreement.

Sodium and potassium selective glass electrodes have provided useful information concerning micelle formation in carboxylate soap solutions¹³ and the mechanism of solubilisation of polar organic molecules by sodium dodecyl sulphate¹⁴; Moore and Dietschy¹⁵ have reported Na⁺ and K⁺ activity coefficients determined in the presence of bile acid anions.

Advantages of ion-selective electrodes in terms of experimental convenience, rapid response and lack of damage to the sample, together with the fact that miniature versions are available, has enabled their ready application to a large number of biomedical investigations. For example, *in vivo* determinations have included the continuous measurement of plasma Na⁺ levels of rabbit and dog¹⁶, and the intracellular Na⁺

and K⁺ activities in muscle cells of crab and lobster¹⁷.

Body fluids examined *in vitro* have included blood, bile and brain extracts, cerebrospinal fluid and sweat; Carr¹⁸ and Moore¹⁹ have reviewed these and many other biological applications including studies of protein-ion binding. Ion-selective glass electrodes have also proved useful in the general analytical fields of potentiometric titration and compleximetry and some papers have been reviewed under reference 5.

Of the liquid ion-exchange types, the calcium electrode has attracted the greatest interest. Moore^{20,21} has described methods for the direct potentiometric determination of ionised calcium in whole blood, serum and ultrafiltrates. The effect of anticoagulants and changes in pH have been studied leading to important information regarding the proportion of calcium which is ionised or bound to various proteins or other substances; this approach is in turn leading to a greater understanding of diseases such as acidosis, cirrhosis and certain types of cancer. Other recent applications have included investigations of the behaviour of a calcium ion selective electrode in continuous flow analysis²² and the automatic titration of calcium with EDTA²³.

Anion selective electrodes

Halide ion electrodes currently available can be used down to very low concentrations of the order of 10⁻⁶M. Of these, the fluoride electrode has been most widely used, with applications ranging from the determination of submicromolar concentrations in biological samples²⁴, to the potentiometric determination of F⁻ in toothpastes²⁵. Other complex substances examined have included serum²⁶, saliva²⁷, urine²⁸ and bone²⁹.

Determination of fluoride in multivitamin preparations has been reported by Jones et al³⁰. Heterogeneous chloride ion electrodes have proved useful in the analysis of various pharmaceutical products³¹ while a Pungor type bromide ion electrode has recently been used by Pearson and Humphreys³² to measure counter-ion binding in a series of homologous cationic surfactants.

Interesting applications of the nitrate ion electrode which are relevant to pharmacy include studies of microbial media³³ and nitrate determination in plant extracts³⁴.

In some systems it may be desirable to monitor a number of ionic species simultaneously which involves the design of a special cell. A recent example of this approach is the work of Nutbourne³⁵ who has described an apparatus in which pairs of ion-selective electrodes were used to determine changes in the concentration gradients of H⁺, Na⁺ and Cl⁻ across an actively transporting membrane consisting of isolated frog skin. This method has considerable advantages since volumes and pressures of solutions on each side of the membrane can be kept constant. Furthermore, changes can be measured continuously without the need for withdrawing samples for analysis.

Conclusion

Since their introduction a little over ten years ago, the number of papers exploiting the enormous field of application of ion-selective electrodes has grown almost exponentially, so that it is impossible adequately to review the

entire range in a single publication. However, attention is drawn to the reviews by Covington³⁶, Pungor and Toth³⁷ and other publications^{38,39,40} which provide much useful information.

It is evident that we are still at the beginning of a whole new field, and it may be anticipated with some degree of certainty that ion-selective electrodes will eventually become as familiar as the pH electrode, thus finding an important place in the many processes concerned with the manufacture and standardisation of pharmaceutical preparations.

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PROFESSIONAL NEWS

Pharmaceutical Society
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Society and industry differs on animal medicines sales

The distribution of animal medicines, under the Medicines Act, 1968, has proved a stumbling block to discussions between representatives of the Pharmaceutical Society and the Animal Health Division of the Association of the British Pharmaceutical Industry.

The Society's Council was told at its February meeting that the two sides differ in principle on whether the sale of medicines that are not "prescription only" should be restricted to pharmacies.

The Society strongly pressed the view that, so far as veterinary medicines are concerned, there are items, such as vaccines and other products in preventive medicine which it would be inappropriate to include in the "general sale list," but which should not be restricted to "prescription only."

Such products would be available to the farmer through a pharmacy thus ensuring that proper storage and control requirements were observed.

The Animal Health Division, however, considered that all the veterinary medicines not subject to prescription-only restrictions should appear in the general sale list, their basic reason being that the use and distribution of veterinary products differed from that of pharmaceutical products intended for human use. A similar pattern of distribution could therefore not be followed. It felt that it would be unreasonable to restrict distribution of certain types of products now supplied through non-pharmaceutical outlets.

Products for general sale list

Council directed the New Legislation Committee to examine a list of proprietary preparations for possible inclusion in the general sale list being prepared by the Medicines Commission.

The Commission had asked the Society to submit a list of products that it would like included in the list and, reported the vice-president (Mr D. E. Sparshott), the Committee had decided to concentrate on substances included in editions of the British Pharmaceutical Codex from 1949 onwards. Those had been classified into two groups, one containing substances on which there should be no restriction and those that should not be in a list of uncontrolled products.

In reply to Mr A. Howells, who asked what it was intended to do about proprietary preparations, Mr Sparshott said the Committee had not considered them.

Mr J. C. Bloomfield pointed out that the Committee had felt the Commission would be concerned with substances.

Mr Howells and Mr H. Steinman, who asked Council to insist that the Committee should consider proprietary preparations as such as distinct from substances, were supported by Professor A. H. Beckett who said that one could not deal with the

active principle and ignore the preparation in which it was contained.

Mr Kerr took the opposite view. He said he felt sure that it had to be groups of substances. A specific substance would only be queried in terms of its marketing policy.

Registration year: a compromise

Council adopted recommendations by the Education Committee that the following periods of pre-registration experience should be recognised, provided that each was undertaken after graduation: (a) 52 weeks in a registered pharmacy; (b) 52 weeks in a hospital pharmaceutical department or similar institution; (c) 26 weeks in a registered pharmacy, a hospital pharmaceutical department or similar institution, together with 26 weeks in the pharmaceutical industry or a school of pharmacy; (d) 26 weeks in a registered pharmacy together with 26 weeks in a hospital pharmaceutical department or similar institution.

Other recommendations by the Committee's working party on post-graduate practical training related to pre-registration experience associated with a degree course of three consecutive academic years will be considered at the Committee's next meeting. They do not affect Council's decision to accept in principle a sandwich course as wholly fulfilling the academic and practical requirements for registration.

No objections having been received from the membership, Council approved an alteration to the bylaws, enabling the Society's Adjudicating Committee to use an examination approved by the Council for certain overseas pharmacists applying for registration in Great Britain. It will now be submitted to the Privy Council for confirmation. The amendment had been made necessary because the Pharmaceutical Chemist Qualifying Examination, part III, had been discontinued.

The secretary and registrar, Mr D. F. Lewis, reported that he had been advised that legally a hospital pharmacy could be considered a pharmacy for the purposes of the bylaws affecting reciprocal registration of Australian or New Zealand pharmacists. That makes a period of four weeks' employment in a British hospital pharmacy under the direct personal control and supervision of a pharmacist registered in Great Britain acceptable as one of the

requirements under the present bylaws.

Professor T. McCarthy has been designated a fellow of the Society.

It was agreed that as the postal strike, even if it ended soon, would seriously affect the Council election procedure, the possibility of delaying the election by one month should be investigated. Final date for the receipt of nominations is currently February 18, and the final date for the acceptance of nominations February 28.

It was reported that a motion submitted for the branch representatives meeting by the Aylesbury Branch, asking for financial aid for prospective members of Council who could not otherwise accept nomination, had been withdrawn on the understanding that Council would be asked to consider publication each year of details of expenses allowed to members of Council.

Council decided that publicity should be given to the fact that Council members are paid a fee of £10 for each attendance at one of the 11 regular meetings of Council held in any one year. They also receive travelling expenses and a subsistence allowance when travelling on Council business.

Council accepted an invitation from the 15 branches of the Society in the Metropolitan area to the British Pharmaceutical Conference to meet in London in 1973 from September 10-14. The following local conference committee officers have been appointed: chairman, Mr D. N. Sharpe; treasurer, Dr W. R. L. Brown; secretary, Mr R. E. Marshall.

The president reported that he proposed to award the charter gold medal for 1971 to Mr E. A. Brocklehurst, Hull, and charter silver medals to Mr Maxwell Gordon, Leeds and to Mr Alexander Cowan, Bannockburn.

Council opposition to NPUM scheme

A branch of the Society had drawn attention to an NPU Marketing Ltd sales promotion scheme which involved including a free sample of Valda pastilles inside boxes of Hanx tissues.

It was recommended that Mr J. Wright, director, NPU Marketing Ltd should be informed that Council could not accept his argument that the promotion did not contravene the Council's policy on the sales promotion of medicines.

The Department of Health had indicated that it was now ready to discuss Council's representations concerning exemptions from licensing provisions under the Medicines Act. These were being sought in respect of the small scale manufacture in pharmacies of official preparations and similar remedies. It was agreed that joint representations should be made with the National Pharmaceutical Union.

Mr K. A. Lees, chairman, said that the Science Committee believed that the

Continued on p 224

Continued from p 223

Society had an obligation to observe the same safety requirements as the pharmaceutical industry. In future, therefore, the Society would be required to provide pharmacological and clinical information to the standard required by the Committee on the Safety of Medicines on new formulations to be included in the Society's publications. The Committee accordingly recommended that the relevant Revision Committee should consider if the cost involved would be commensurate with the importance of the product.

Mr Lees said that if the Society wished to continue to include in the Codex a fair number of specific formulae, considerable expense could be incurred. One could not necessarily take a decision on any particular formula at the time when its inclusion was first proposed.

It was agreed that an estimated expenditure of £1,880 for carrying out chronic toxicity tests on a contact lens solution could not be justified.

The 10th edition of the Poisons and TSA Guide is hoped to be ready for publication during March, selling at £0.90.

The Secretary of State for Social Services, Sir Keith Joseph, has turned down the Society's request that he should reconsider his attitude to exemption from charges of women aged 60 and over and all children receiving full time education in schools, reported Mr Bloomfield.

The Minister had confirmed that the Pharmaceutical Society would be consulted on any aspect of changes in the National Health Service that had implications for the pharmaceutical service.

After the president had made a statement on the aspects of cost-related prescription levies which, in his view, would often result in delay in treatment with prescribed medicines. Mr Beanland said that since a levy on prescriptions related to the ingredient cost of an item was completely new in principle, contractors must reserve the right to indicate to the Department of Health that they were not prepared to be involved in the collection of such charges. Council agreed that since the contract was involved this must be a matter for consideration by the Central NHS Committee.

It was reported that a letter had been sent to the Poisons Board asking that the requirement that a dose should appear on prescriptions for Schedule 4A items should be dropped. It was noted that the matter would presumably come before the Committee on Prescription Only Medicines under the Medicines Act in due course.

The Chairman of the Ethical Committee, Mr Beanland, reported that there had been correspondence with the Conservation Society about the omission from the current Statement upon Matters of Professional Conduct of the paragraph about the display of contraceptives.

The Conservation Society wished to send a questionnaire to general practice pharmacies in the Hertfordshire area, and to analyse and publish the results of any answers. The Committee objected to certain parts of the questionnaire, and to the statement that it was sent with the approval of Council.

Showing 'The Flag'

Seated on the left of the president at Society Council meetings is the secretary and registrar, Mr D. F. Lewis. On his left sits the treasurer, Mr H. Steinman, and on his left stands "The Flag." While the functions of the secretary and registrar and the treasurer are well known to members of the Society, how many know of the existence of, let alone the function of the flag?

It consists of a wooden stand with a small notice board on top, rather reminiscent of that which used to be seen outside cinemas bearing the notice "3s 9d Queue Here." The Council's flag, however, bears just the one word—"Committee." When it lies horizontally it means the item being discussed is public, and can be reported in the pharmaceutical Press.

When it is raised vertically, it means that the item is private and may not be reported. Now over the years this flag has been a source of irritation to some Council members, who have felt that certain other members are "flag happy," and ask for it to be raised at times when it could well remain horizontal.

Things came to a bit of a head at the Council meeting on February 3, during the presentation of the minutes of the Finance Committee. The treasurer begged leave to present the minutes of his Committee, and almost in the same breath said "Can I have the flag for the next item?", putting out his hand at the same time to raise the flag. This was too much for Mr J. P. Kerr, that well-known champion of free speech, who rose on a point of order and asked, a trifle naively one felt, how the flag operated.

Like a yo-yo

He said he had no doubt that the treasurer's request for the flag to be raised was valid, although, he added a trifle irritably, Mr Steinman did tend to put the flag up and down like a yo-yo!

After being gently called to order by the president, presumably for using such an outrageous simile, Mr Kerr said he wanted to know who decided whether the flag went up or not. Was it a corporate decision of Council, or did the decision remain with the president or the secretary and registrar? There never seemed to be any discussion about whether an item should be taken in private or public.

The secretary and registrar, Mr D. Lewis, said if any member of Council felt that a statement he proposed to make was of a confidential nature, he was at liberty to ask permission to make it in committee, that is, with the flag raised. The Council could debate the request and, if thought fit, refuse it. Mr W. A. Beanland then intervened to support Mr Kerr from, as he put it, another angle. He had always understood that a member of Council could request that an item being taken in private should be taken in public with the flag down, he said.

At this stage one detected a slight flagging, if you will pardon the expression, on the part of some new members of Council, who were no doubt eagerly looking forward to some explanation of the flag ritual. However, as always in times of uncertainty and confusion, the clear, authoritative voice of Mr Albert Howells was heard. Any speaker at a Council meeting could ask for the flag to be raised, he said, and that request might be granted or refused.

If it were refused, then the president had to make a decision whether the business should be in public or otherwise. One could not air a matter which Council felt should not be made public simply because one individual thought that it should be made public. The rules were clear on the use of the flag, he added.

It was patently obvious from his puzzled expression that Mr Kerr did not agree with Mr Howell's last assertion, and he pleaded with Council to formalise some procedure.

To resolve the matter, Council adopted an expedient not unknown to the councils of many other professional bodies and learned societies of asking the secretary and registrar to prepare a paper on the subject. Will the flag be up or down when it is presented?

LETTERS

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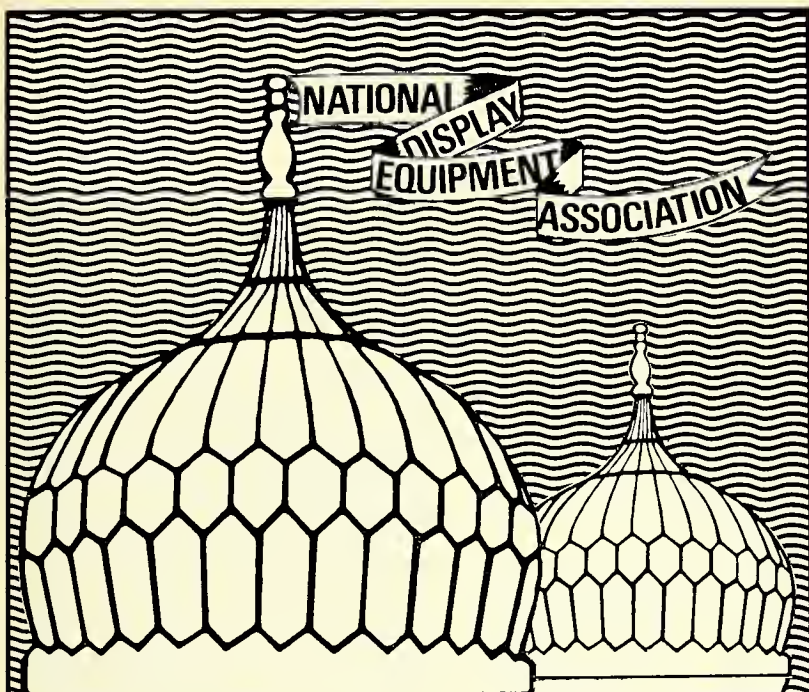
A. W. Gamble,
Lisburn, N Ireland

Matter of style

With reference to T. D. Whittet's article: "Apothecary to Pharmacist: France" (January 9, pp 58 and 59), the title "Droguerie" is not used for a drug store but for a shop where one buys paint, wallpaper, household chemicals (eg, ammonia), etc, but definitely *not* drugs or medical sundries which, in France are obtainable only through pharmacies.

W. Doherty,
Windermere

Dr Whittet replies: The translation drug-trade is given in my dictionary for "Droguerie" so this suggests that drugs may be sold. I shall, however, send the comment to one of my French Historian friends along with the article and obtain his comments.



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Department suggests the 'experts' to help in remuneration negotiations

An indication of the type of "expert assistance" that can be called upon by both sides in contractors' remuneration negotiations was given to the January meeting of the Central NHS (Chemist Contractors) Committee—and was a factor in the Committee's decision to accept the Secretary of State's recent offer (p 230).

Mr J. Wright, secretary, reported on a meeting held with officers of the Department of Health to discuss certain aspects of Sir Keith Joseph's letter. One of these was the Minister's suggestion "that within the next few months the two sides, with the help of any experts that can give authoritative assistance in this field, should embark on a general review . . ."

The Department had confirmed that the Minister had in mind that the views of responsible people or bodies with experience of comparable problems should be sought. Academic accountants or economists, the Bolton Committee on small firms and the proposed review body for doctors' pay were instanced as possible sources of advice.

Further figures had been sought at the meeting in relation to the underpayment situation during the latter part of 1970. After discussion of the figures and the merits of seeking a retrospective payment for 1970 with a correspondingly smaller increase in the professional fee for 1971, the Committee re-affirmed its view that it would be in the best interests of contractors to accept instead the higher professional fee for 1971.

The Committee's consultants presented a report on the effect of the new JIC salary scales on contractors' labour costs during 1971. It was agreed that representations be made to the Department for immediate account to be taken of these exceptional increases in labour costs.

The timing of the next inquiry into the cost of containers, and the selection of the representative sample of pharmacies, were discussed. It was agreed that the matter be finalised with the Department as soon as possible.

The latest available prescription statistics were:

	June 1970	June 1969
Total number of prescriptions	22,074,093	20,774,127
Total cost	£15,027,511	£13,107,086
Average total cost per prescription	163.39d	151.42d
Average on-cost (after discounting)	10.05d	9.55d
Average fee	29.87d	28.67d

It was decided to make immediate representations to the Department for the discontinuation of the discounting of net ingredient costs for the duration of the postal strike, and for two weeks after the strike had ended. Pharmacists were having to obtain from wholesalers the preparations they normally bought on discount terms.

After considering a suggestion from an NPU branch chairman, the Committee

decided to make representations for an extension of the existing urgent fee arrangements to include prescriptions not marked "urgent" but countersigned, with the relevant time, by a police officer. In a number of towns there were arrangements for patients with urgent prescriptions to be put in touch with available pharmacists through local police stations. Occasionally, patients with prescriptions not marked "urgent" took them to the police and, out of a sense of duty, the pharmacists they contacted dispensed them.

It was agreed that the office should make available a notice of its own design telling the public about the new prescription charges.

The Committee resolved to urge the Department to include surgical support tights in the Schedule of Prescribed Appliances and to request the General Medical Services Committee of the British Medical Association to back the representations. Reports indicated that prescribers were recommending their patients to wear support tights as being physiologically and aesthetically superior to stockings.

It was noted that the January 1971 Drug Tariff would include revised provisions for the standard oxygen mask. Effective from April 1, where a prescriber did not specify a particular mask the one to be supplied by the pharmacist would be the Ventimask.

The mask, described in the 1971 Tariff as a "Low concentration non-rebreathing mask" was of the type based on the venturi device which reliably delivered a 28 per cent oxygen concentration at 2 litres per minute flow-rate and was the mask preferred by the Committee. Arrangements had also been made to include the mask in the standard set and the Ventimask 28 per cent would be shown as complying with the specifications.

The Department had stated that although it had been established that there was as yet little experience by doctors, pharmacists or patients, the conclusion reached after much investigation was that progressive clinicians would come to favour this mask as the standard low concentration mask for use by the chronic patients forming all but a few domiciliary cases. In view of the unusual appearance of this mask, its acceptability would depend on supervision and assurance given to the patient in his home by the doctor and pharmacist that the treatment or relief needed would be provided by the use of this mask.

The Department had also given thought to the occasional acute condition met by the doctor in the home when urgent treatment was needed. In such cases the

Tariff "high concentration mask" was the type to be ordered since the Department had concluded that this—being fitted with a bag (rebreathing or non-rebreathing version)—was the one reliable mask to provide the requisite high concentration with a 4 litre/min flow.

It was agreed to repeat the Committee's request to the Association of the British Pharmaceutical Industry for distinctive labelling of containers of preparations containing monoamine-oxidase-inhibitor.

It was reported that a draft Executive Council notice dealing with postgraduate education for pharmacists had been received for comment and that joint discussions were proceeding between the Pharmaceutical Society and the Department of Health.

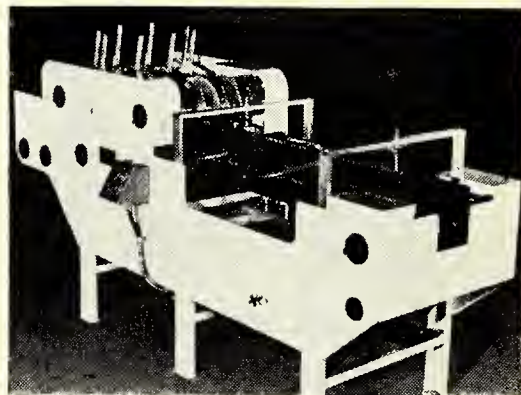
Equipment

Multi-packaging of bottles and cans

Robinson & Sons Ltd, packaging division, Chesterfield, have taken a licence for the Marksman multi-packaging system from Olinkraft of West Monroe, Louisiana, USA.

Marksman machines which have applications in the pharmaceutical industry, incorporate the patented use of 'Select-o-Lok,' which ensures on all bottle packs, that variation in bottle diameter or shape still results in a tightly-sleeved pack.

Three models are available, the model 1200 machine for line speeds of up to 900 individual units per minute or up to 140 multi-packs per minute, the model 700 machine (illustrated) which caters for a line speed of 200-420 per minute, with an output of up to 70 multi-packs per minute, and the model 900 food product machine.



Collations of 1 x 3, 1 x 4, 2 x 2, 2 x 3, 2 x 4 and 2 x 5, can be accommodated within the machine size range, in a variety of styles such as 'Over-the-top' or 'Neck-thru' and with partial or full end panels dependent upon the specification of the product.

Vibration systems

Ling Dynamic Systems, Royston, Herts, are offering a new range of small vibration systems with applications in chemical, pharmaceutical and medical research laboratories. Two of the applications are in power compaction and mixing. A typical system consists of an electromagnetic vibrator together with a solid state 300 W power amplifier/oscillator.

Contractors 'take the money' —and continue talks

Mr John Reed, who resigned from the Central NHS (Chemist Contractors) Committee over its decision to recommend acceptance of the latest remuneration offer, was unable to persuade Pharmaceutical Committee representatives to refuse the offer when they met on February 7.

Mr Reed came to the meeting armed with facts and figures based on the Department of Health's own statistics, and sought to show an underpayment on the notional salary over the six years from 1964 to 1969. He received the support of many speakers, and the thanks of others for bringing the points into focus, but the majority favoured accepting the offer as an interim measure, with the promise of further negotiations to come.

Mr G. T. M. David, chairman of the Central Committee, opened the meeting with his own comments on the progress achieved in the negotiations.

On the question of notional salary the committee had decided on grounds of comparability that £3,000 was the correct salary for a man with the training, qualifications and responsibility of a proprietor pharmacist. However, comparability arguments were difficult to sustain, because of the difficulty of agreeing with the other side the appropriate range of professional salary to use for comparison. In the claim of May 20, 1970, therefore, the notional salary was built up in a way acceptable to the Department using the equivalent manager's salary as a basis—this approach gave a very similar answer to the comparability argument.

It was apparent also that whilst the increase in notional salary for 1967 was not unreasonable, the increasing rate of inflation made the 1968, and still more the 1969, notional salaries completely out of step with current salaries. The committee was, therefore, determined not to commit itself for 1971 and 1972.

Validity of claim confirmed

The Contractors Committee had always maintained that the natural way to fix the profit element was as a percentage on turnover, and that the appropriate rate should be $7\frac{1}{2}$ per cent. Memoranda had been prepared by the committee's consultants and expert advisers and submitted to external experts, including a professor of accountancy, all of whom confirmed the validity of the reasoning and the soundness of the argument.

"Our carefully prepared case was submitted by the Department to some anonymous accountant in the Board of Trade and was dismissed out of hand. This infuriated us and when the officials refused us an interim settlement for 1970 whilst we continued our negotiations, we walked out of the meeting, but before doing so we demanded a meeting with Sir Keith Joseph."

At the meeting with Sir Keith, the Committee decided not to deal with the detailed arguments and figures that had already been passed to the Department but to state the Committee's case on a matter of general principle. "We reiterated



Mr G. T. M. David explains the offer

that our chief concern was to maintain the pharmaceutical service throughout England and Wales and to keep up professional standards. We said that his pharmaceutical advisers would no doubt confirm that there was widespread unrest about the low level of NHS remuneration throughout the profession and that pharmacies had been closing down at an increasing rate for some years.

"We asked him to intervene on our behalf and to instruct his Department to make us a realistic offer for 1970 and to agree that proper consideration of the claim for notional salary and profit should be made by an independent body for 1971 onwards.

"The Minister said immediately that he would not agree to any form of arbitration. He said he thought the increase in notional salary of 20 per cent was generous and that as a businessman he considered a 10 per cent return on capital was reasonable. We pointed out that for pharmacy, this represented 3.7 per cent on turnover. Retail pharmacy was not a capital intensive industry; the capital investment was relatively small and therefore a higher rate of return was necessary.

"We told him that we could not make any agreement for 1971 and 1972 because of the uncertainty created by galloping inflation, increased prescription charges, and the possibility of cost related charges. We pressed him again to make a realistic offer for 1970 and to allow negotiations to continue in respect of 1971. He then agreed that an interim settlement should be possible and that negotiations in

respect of 1971 and 1972 could be continued."

Mr David said Sir Keith had only marginally improved his Department's offer for 1970, but he had made several important concessions. The notional salary offer for 1971 was an interim one only, and it was agreed that the notional salary should be re-negotiated in the latter half of 1971.

By agreeing to the suggestion that independent experts should look at the claim for increased profit margin, the Minister had gone some way towards meeting the request for an independent review body. It had been confirmed that either side could seek the assistance of independent individuals or organisations with the necessary expertise.

"To recapitulate, we are offered:—

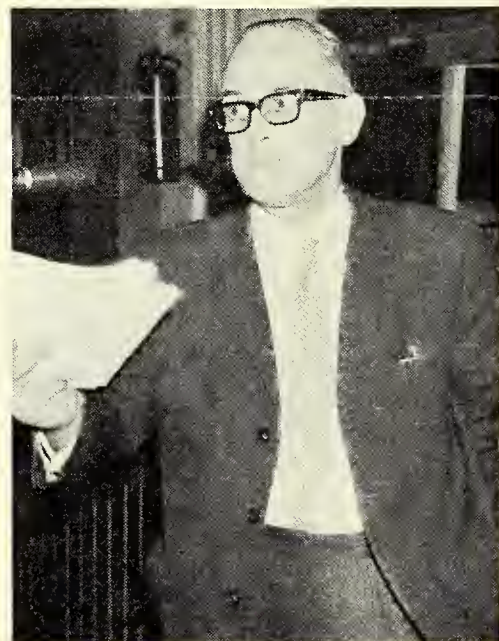
□ an interim settlement with effect from January 1 1971 of 6d increase in the professional fee which thus becomes 3s (£0.15), and a reduction in on-cost from $10\frac{1}{2}$ per cent to 10 per cent. This represents an increase in net income between 1967 and 1971 of 34 per cent. The offer is worth about £6 million and for an average chemist contractor dispensing just over 2,000 prescriptions a month, is an increase of about £600 a year.

□ the notional salary will be re-negotiated in the latter half of 1971; and

□ during the next few months the Department and the Chemist Contractors Committee will embark on a general review of all factors that ought properly to affect the level of profit, with the help of independent experts."

Mr David reminded the meeting that the "balance sheet" system of calculating under- or overpayment to chemists worked both ways. The aim should be to end the year owing the Government money. If he were leading the negotiations still to come, he would rather start from a professional fee of 3s.

The committee had been criticised for the difference between the claim and the offer. Mr David made no apology for the £3,000 notional salary and said, in respect of profit, that a lot of people in retail were making a 25 per cent return on



Mr John Reed presents his case

capital—"If we had put in a low claim you would have blamed us." He believed the profit margin should be about 10d per prescription, and hoped it would be established at about that figure during the year. It was important that the figure had been established in the eyes of independent experts.

Mr Reed, given an opportunity to state his case, dealt mainly with notional salary. Using figures in the Department's own assessment, he showed that the notional salaries applied to 1966 and 1969 were £243 and £140 respectively below the rates that could be calculated retrospectively once the salaries actually paid were revealed by the costs inquiries carried out in the two years. On the assumption that actual salary levels had increased steadily over the period of each agreement, Mr Reed calculated that in the six years 1964-69 there was a net underpayment on the notional salary of £629½, or £2½ millions in terms of cash payments owing. In fact, increases in net ingredient costs had resulted in net overpayments to contractors, but Mr Reed argued that if his figures had been fed into the balance sheet, there would have been a net underpayment for 1969.

Mr Reed said that a precedent for recovering these underpayments was to be found in the contracts between the Government and Ferranti and Bristol-Siddeley, both companies having had to repay £ millions. He submitted that if the Minister's offer were accepted, there would be no further change in the professional fee during 1971, and the year would end with yet another underpayment.

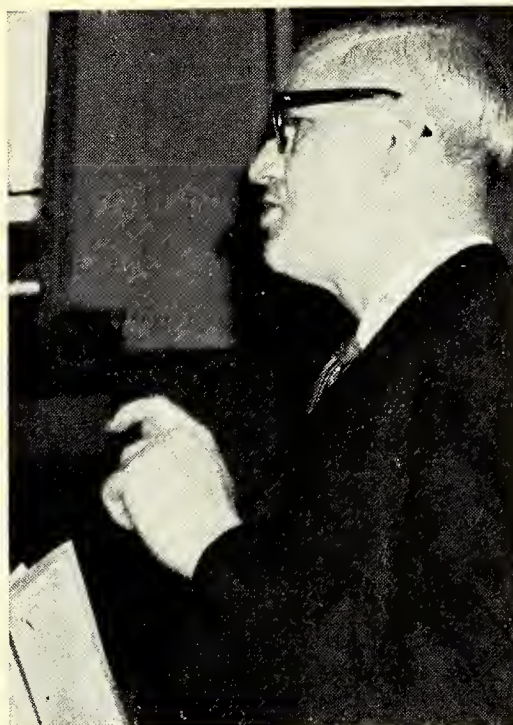
Mr Reed's final submission was that the notional salary for 1970 should be £2,529 (his calculation of what the 1969 figure should have been) plus 15-20 per cent to compare with other wage and salary increases, to give a notional salary of between £2,909 and £3,035. The increase for 1971 should be negotiated from that.

The meeting confused

Mr J. Williams, Buckinghamshire, said the meeting was confused because after refusing an offer one-sixth of the claim, the Central Committee was now recommending acceptance of one with altered phrasing and an increased back payment. The Committee was committed to going back for further negotiations, and the meeting should give it support so it could negotiate from strength. That strength was that the contract would be amended or retracted unless a more reasonable offer was made. Mr David replied that the sixpence offered was an interim increase; it was stupid to say "We'll go on negotiating, but we don't want your sixpence!"

Mr David agreed with Mr S. Durham, Sheffield, that the Minister's refusal to go to arbitration might mean he thought chemists would get more from outside. The assurance that outside experts could be called in was therefore vital.

A delegate asked that the "fallacy" of Mr Reed's figures might be pointed out to the meeting, but the accountant from Associated Industrial Consultants, Mr M. D. Brining, said there was nothing wrong with them. However, if the arguments



Mr J. T. M. Ross: the companies' view

Meeting hears the dangers of retrospection

had been pursued on Mr Reed's basis, a claim of only £2,880 could have been made against the £3,117 the committee put in. They believed that £3,000 was the minimum the profession should be paid. In regard to retrospection, it worked both ways. "If we can go back, the Department can go back and we stand to lose more than we gain." As an example, Mr Brining said that the results of the 1966 costs inquiry took effect in 1967 and reduced chemists' incomes. They could have been applied a year earlier — at a cost of another £3 million to chemists. This was the sort of argument the Department would come back with if chemists pressed for retrospection.

Mr M. Gellman, Manchester, asked the meeting to accept the interim offer but to demand that the committee should commence immediate negotiations on the 1971 figure. He was, however, unhappy that contractors would be "stealing" backpayment from ex-members who had gone out of business.

Mr R. G. Worby, North-east London, said the meeting was being "conned." It was no advance to be able to talk to outside experts — that had always been possible. There was nothing to lose by rejecting the offer; the committee should demand arbitration at a time when the Government was decrying the Post Office workers for not accepting it.

Mr R. Clitherow, Liverpool, asked the meeting to get down to basic principles and consider the manager's salary. Proprietors' salaries were worked out from that. "If managers are not properly paid, how can you be?" he asked. Yet the manager's salary could not be raised without using the profit. In future, the manager's salary must become a negotiable item and taken to a review body; both

Minister and contractors were biased.

Mr G. Urwin, Northumberland, thought that only those well above the level of "average chemist" would agree with the award. The many below that level would know they could not stay in business with "this paltry award." Mr A. J. Kelly, Middlesex, said the award should be accepted "with reluctance," followed by negotiations and a "rethink" of the contract on the basis of the working party questionnaire.

Mr J. T. M. Ross, a Company Chemists' Association representative on the Central Committee, believed the offer to be the best obtainable at this stage. The aim should be to keep NHS income as high as possible and to accept the sixpence from the beginning of the year.

Mr B. H. Green, Coventry, opposed acceptance, saying that the 1964 and 1966 offers should have been rejected also. The principles adopted previously and shown to be unsatisfactory — by the closure rate of pharmacies — must not be allowed to continue. Also against acceptance was Mr E. C. Evens, North-east London, who felt the Minister was advised "These chaps will squawk, but they'll accept in the end."

Mr J. P. Kerr, Newcastle, warned that those who advocated rejection were talking about sanctions — and this was no time to indulge in industrial action. There was also a danger that the claim could get caught up in an incomes freeze.

Mr M. Gordon, Leeds, said from personal knowledge that Sir Keith Joseph would maintain his stand. Those below the average level would be worse off if contractors had to wait another 18 months — this was an interim award, not a package deal.

Mr Reed then put the following motion before the meeting:

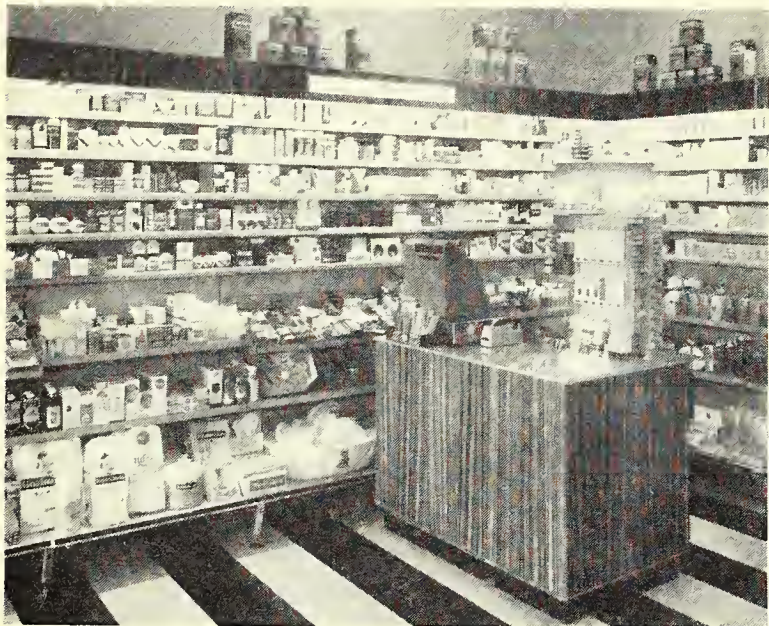
This conference refuses at this time to accept the Minister's offer, but refers it back to the Central NHS Committee with instructions to continue urgent negotiations to obtain better terms with effect from January 1, 1971, and with retrospection for 1970, using all available data and including the figures Mr Reed has used, together with the latest labour costs in operation for managerial and other staff in getting the most up to date and the most just terms.

An amendment put by Mr Worby to ask for arbitration was lost by 75 votes to 135, and the motion itself was then defeated by a substantial majority. The acceptance of the offer was agreed to.

'Discounting' inquiry

The conference moved on to discuss "discounting" used by the Department to take account of manufacturers' discounts obtained by users of large quantities of drugs. Mr David said it was felt by some contractors that they were paying more under the scheme than they were receiving, and they wanted a new inquiry into actual costs. Several speakers agreed, and Mr A. R. Waterhouse, Kent, pointed out that the smaller parcels were no longer available from manufacturers.

It was agreed to ask the Department for a new inquiry.



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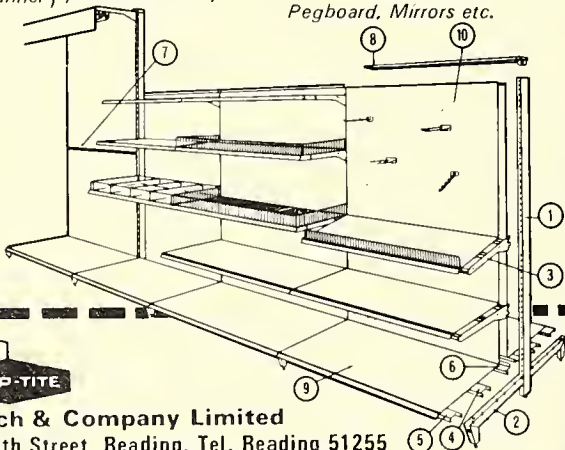
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Slow progress in Noel Hall talks

Although three meetings of the Pharmaceutical Whitley Council sub-committee on the implementation of the Noel Hall report have been held, progress is slow, the Council of the Guild of Public Pharmacists was told at its January meeting.

However, staff side representatives had put forward two documents for discussion and a measure of agreement had been reached. It was expected that the Department of Health would shortly be sending a draft HM giving its proposals to interested bodies for comment.

A meeting of the Pharmaceutical Whitley Council is being held on February 26 when the staff side hoped the latest salary claim would be discussed.

Council discussed the probable effect of the Industrial Relations Bill on the structure and activities of the Guild. It was stated that unless the Guild became registered under the Act it might be unable to carry out some of its Whitley Council functions effectively. However, proposals had been made for a special register of organisations that negotiate on behalf of some professions and registration would entitle them to the advantages given to registered trade unions under the Bill.

At present the Guild does not conform to all the requirements suggested in that it is not a corporate body and the suggested date for registration was already passed. It was decided to seek to have the deadline extended and to take other steps to achieve for the Guild the advantages of registration.

New proposals

The Pharmaceutical Whitley Council representatives reported that the superannuation proposals made by the previous Government having fallen, negotiations had begun on new proposals.

Concern was expressed that the safety of hospital patients was being affected by clinical trial material reaching hospitals other than through the pharmacist. Steps to seek to improve the situation were decided upon.

The president reported that he would be attending a meeting of European hospital pharmacists in Strasbourg to seek further progress in forming an Association of European Hospital Pharmacists.

The treasurer reported a deficit of about £700 on the income and expenditure account of the Guild for 1970.

The branch delegates meeting took place the following day. Mr W. G. Smith, president, told delegates of the likely impact of the Industrial Relations Bill in the structure and activities of the Guild, and other matters discussed by Council the previous day.

He announced that the closing date for the receipt of applications for the Geigy travelling fellowship had been moved forward and that in view of the postal strike a new closing date had not been fixed.

Motions approved by the delegates called for a new self-explanatory title for

the Guild, an investigation into the likely effects of computers on hospital pharmacy practice, for a definition of the academic dimensions of clinical pharmacy and for representations to be made to the Department of Health on the constitution of Regional Pharmaceutical Committees.

The meeting urged that hospital pharmacists should be recognised as advisers on dressings, surgical stores and central sterile supplies departments in hospitals, that a demand should be made for the minimum salary increase on promotion to be not less than £200 and for recognition to be given in salary negotiations for the need for a 24-hour pharmaceutical service in hospitals.

It was also decided that Council should automatically co-opt the unsuccessful candidate who had received most votes at the Council election in the event of a casual vacancy occurring.

A demand was made that earnings of retired hospital pharmacists undertaking locum duties should be assessed on a monthly basis in calculating deductions from their pension and Council was again asked to look more closely at pre-registration training and to report to the membership.

Year Book amendments

Subscribers are asked to note the following amendments and corrections to be made to the *Chemist and Druggist Year Book and Buyers' Guide 1971*. Under "Authorities withdrawn" page 217, add John Maurice O'Grady, 16 Dorchester Avenue, Palmers Green, London N13, and Elizabeth Joan Steel, Bulstrode, St Mary's Road, Beccles, Suffolk, and delete entry in respect of Roy Wilfrid Downie. Delete entry South Shields Pharmaceutical Association, page 243. Under "Ulster Chemists' Associations and Branches," page 246, amend the following: Armagh, chairman, J. A. Boyle; Ballymena, chairman, D. McGee Dougherty; Farmanagh and West Tyrone, chairman, J. S. Aitken; Newry, chairman, K. Durkin. Add the following branch: Belfast, Falls Road, secretary, J. Doyle, Woodbourne Pharmacy Ltd, 122 Stewarts Town Road, Suffolk, Belfast; chairman, P. O'D Fox.

Amend the address of Health Education Council Ltd to Middlesex House, Ealing Road, Wembley, Middlesex, 01-998 2731 (page 261).

Additions to Therapeutic substances part 2, page 215, should be made in accordance with the schedule set out in the *C&D* January 2, page 5, whilst salary scales, page 229, should be amended to those set out on page 18 of the same issue.

In the Trade Directory amend the following: A.K. Chemicals Ltd, address to read, 2 Gordon Mansions, Torrington Place, London, WC1 (01-636 5721, Telex 23321). James Burrough Ltd, address to read, Beefeater House, 60 Montford Place, Kennington Lane, London, SE11 (01-735 8131, telegrams: Burrocale, London). Insert Carter Wallace Laboratories, Wear Bay Road, Folkestone, Kent. Folkestone 55441, telegrams Wallabs, Folkestone. Interans

Co Ltd, address to read Castle House, Castle Meadow, Norwich NOR 41B (Norwich 60331). H. & T. Kirby & Co Ltd, amend telephone number to 0638-71 3227. Newbold & Bulford Ltd, address to read Enbeeco House, Carlton Park, Saxmundham, Suffolk IP17 2NL (0728-2933/4/5, telegrams: Enbeeco, Saxmundham, telex 98584. Strenol Products Ltd, new telephone number 01-965 7583. Chas. F. Thackray Ltd, 69 Weymouth Street, London, W1N, 4BT, amend telephone number to 01-935 8152. Thomson & Joseph Ltd, address to read Castle House, Castle Meadow Norwich, NOR 41D (Norwich 66331). Vestric, Ltd, new telephone number 092-85 74321. Delete Wallace Laboratories.

In the Buyers' Guide delete "Broc-Asept," Brocades (GB) Ltd. Herbal Cigarettes, FAIR Laboratories Ltd (page 103). "Lipiphyson" should read 10 per cent and 15 per cent Emulsions (page 111). Under "Yestamin Plus" Paracetamol Tablets and "Yestamin" Vitamin Yeast Tablets & Powder, company title should read Trent Laboratories (page 168).

COMING EVENTS

Monday February 22

Enfield Branch, Pharmaceutical Society, Postgraduate Medical Education Centre, Chase Farm Hospital, at 7.45 pm. Dr N. Peters on "Aspects of the treatment of diabetes."

Leicester & Leicestershire Branch, Pharmaceutical Society, Postgraduate Medical Centre, Leicester, at 8 pm. Dr W. W. Kirby on "Food Additives" (lecture course).

Plymouth Branch, Pharmaceutical Society, Boots Ltd, New George Street, at 7.30 pm. Film Evening.

Tuesday February 23

Fife Branch, Pharmaceutical Society, Ollerton hotel, Kirkcaldy, at 7.30 pm. Dinner, followed by Mr Colin Gunn on "Students then and now."

Sunderland Branch, Pharmaceutical Society, Edinburgh Building, Sunderland Polytechnic, Chester Road, at 7.30 pm. Mr K. Lees on "Pharmaceutical formulation" followed by wine and cheese evening, at 9 pm, in Wearmouth Hall, Sunderland Polytechnic.

Tees-Side Branch, Pharmaceutical Society, Postgraduate Medical Centre, West Lane, Middlesbrough, at 8 pm. Recorded lectures: "Cortico-steroids" and "The Department of Pharmaceutical Sciences."

Warrington Branch, Pharmaceutical Society, Hillecliffe Hydro hotel, Appleton, at 8 pm. Mr H. J. Smith on "Enzymes and inhibitors."

Thursday February 25

Bedfordshire Branch, Pharmaceutical Society, Red Lion hotel, Deadmans Cross, at 8 pm. Talk on "Glass."

Birkenhead Branch, Pharmaceutical Society, E. R. Squibb & Sons, Reeds Lane, Moreton, at 8 pm. Lecture: "Manufacturing medicines."

Advance information

Anglia Region, Pharmaceutical Society. Old Town Hall, Ipswich, on April 18. One-day conference. Speakers to include Mr. W. M. Darling, president of the Society.

Bath and West of England Region, Pharmaceutical Society, Royal hotel, Bristol, on April 18. Regional conference.

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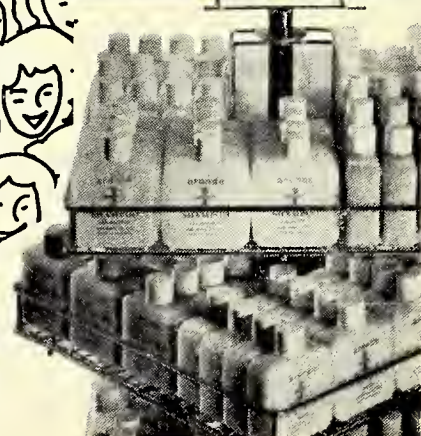
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Columbi® Products Ltd., Sherbourne Avenue,
Binstead, Ryde, Isle of Wight. Tel: Ryde 3761.



MARKET NEWS

Seasonal scarcities in crude drugs

London, February 16: A number of crude drugs are becoming scarce, among them ergot, podophyllum, buchu and Alexandria hand-picked senna pods. Honey is practically unobtainable from any of the producing countries. Some of the scarcities are seasonal while others may be rectified once normal communications begin to operate.

Since the last market report there have been minor price changes in aloes, balsam Peru, lycopodium and lobelia. Colocynth and turmeric were dearer.

Changes among essential oils were only marginal and no alterations were advised among pharmaceutical chemicals.

Pharmaceutical chemicals

Acetic acid: In 12-ton lots, delivered, per metric ton, BPC glacial £87.50; 99.5 per cent technical £81; 80 per cent grades pure £76.50; technical £69.50. **Alcohol:** (Per proof gal). Ethyl, fermentation in 2,500 bulk gal lots—plain British spirit £0.225; SVR 96.1 per cent £0.233; absolute 99.5 per cent £0.241; 99.9 per cent £0.245. In drums 900 gal minimum respective prices are £0.238, £0.246, £0.254, £0.258; Synthetic grades are PBS £0.152; 99.5 per cent £0.164 in bulk and £0.165 and £0.177 in drums.

Amylobarbitone: 5-kg £3.59 kg; sodium £4.15. **Ascorbic acid:** 50-kg lots £1.50 kg.

Bromides: Crystals per kg:

	12½ kg	50 kg	250 kg
	£	£	£
Ammonium	0.49	0.40½	0.38
Potassium	0.44	0.36	0.33½
Sodium	0.43	0.35½	0.33

Caffeine: (50-kg) Anhydrous and hydrate £1.78 kg. **Calcium lactate:** 250-kg £412 per metric ton. **Calcium pantothenate:** £5 kg; 25-kg: £4.70 kg. **Calcium sodium lactate:** £613 per metric ton. **Carotene:** Suspension 20 per cent £16.67½ kg. **Citric acid:** BP granular per metric ton 50-kg lots £306; 250-kg £295; 1,000-kg £284. Premiums; anhydrous £18; powder £10.

Cyanocobalamin: Up to 200-g lots £2 per g.

Dienoestrol: 5-kilo lots £62.50 kg.

Emetine: hydrochloride £450 kg;—bismuth iodide £212.50.

Ephedrine: (25-kg per kg) alkaloid £11.64; hydrochloride £9.25; sulphate £9.50.

Hydroxocobalamin: £5.25 per g.

Hypophosphites: Per kg	12.5 kg	50 kg
	£	£
Calcium	1.14	1.02½
Iron	2.34½	2.26½
Magnesium	1.98	1.02½
Potassium	1.57	1.45
Sodium	1.27½	1.17½

Iron ammonium sulphate: 250-kg £180 per metric ton.

Lactic acid: £517 per metric ton.

Menaphthone: 100-kg lots £6 kg; **Acetomenaphthone:** £5.62½.

Methadone hydrochloride: Subject to D.D.A. regulations £0.12½ per g for 100-g lots.

Methylated spirits: In 45-gal drums minimum 500 gal, delivered, industrial 66 op £0.302 per bulk gal; perfumery quality £0.35; mineralised £0.316.

Narcotine: Alkaloid and hydrochloride £13 kg or 2 kg.

Neomycin sulphate: BP 5-kg £27.50 kg.

Nicotinamide: (Per kg) 1-kg £2.15; 25-kg £1.87½ 50-kg £1.70.

Nicotinic acid: (Per kg) 1 kg £2.05; 50-kg £1.62½.

Oleic acid: BP is £206.70 per metric ton delivered.

Oxalic acid: 20-ton lots about £170 metric ton.

D Panthenol: £9 kg; 5-kg £8.50 kg.

Penicillin: Sterile sodium; potassium or procaine £12.92 per 1,000 Mu for 5,000—25,000-Mu lots.

Piperazine: Under 50 kg per kg; adipate £0.963 kg; citrate £0.92½; hexahydrate £0.663 phosphate £1.02½.

Potassium citrate: £326 per metric ton.

Potassium permanganate: BP £0.22½ kg; technical £0.21½.

Pyridoxine: £7.10 kg; 25-kg £6.85 kg.

Pyrogallol acid: Photo crystals 200-kg lots £4.73 kg.

Riboflavin: £12.25 kg; 25-kg £11.90 nominal.

Saccharin: BP powder 1 lb and over £0.85; soluble £0.77½ lb.

Sodium bicarbonate: BP £23.40 per long ton for 8-ton lots in 1-cwt bags ex works.

Sodium citrate: £293 per metric ton.

Sodium perborate: (Per 1,000 kg)—tetrahydrate £129; perborate monohydrate £283.50.

Sodium percarbonate: (Per metric ton) £163.

Sodium potassium tartrate: (Per metric ton) 50-kg £287; 250-kg £282; 1,000 kg £278.

Sodium salicylate: 1000-kg lots £0.50 kg.

Sodium sulphate: BP from £35 to £40 per metric ton as to crystal. BP exsiccated £60 ton.

Sodium thiosulphate: £44 per metric ton.

Stilboestrol: BP in 25-kilo lots £33 kg.

Streptomycin: Sterile base or sulphate £15 kg for 25-kg lots.

Strychnine: (kg) alkaloid £12.25; sulphate and hydrochloride £10.50.

Succinylsulphathiazole: 50-kg lots £2.70.

Tannic acid: 500-kg fluffy £1.29 kg; powder £1.27.

Tartaric acid: (Per metric ton) 50-kg lots £422; 250-kg £417; £408 ton.

Terpineol: 50-kg lots £0.49 kg.

Thiamine: Hydrochloride and mononitrate £8.10 kg; 25-kg £7.90.

Vitamin A: Palmitate 1m international units per g. £7.30 kg; 10-50 kg £7 kg; dried acetate 325,000 iu per g, £3.60 kg; 500,000 iu, £5.

Vitamin D₃: Powder for tableting 850,000 iu per g, £18kg; 5-kg £17.75 kg.

Vitamin E: (Per kg) £9.50, 10-100 kg lots £9.25; 25 per cent dry powder £4.25 and £4.10 respectively.

Crude Drugs

Aloes: (cwt) Cape primes £13; £12.10, cif. Curacao spot, £39; £37.50, cif.

Balsams: (lb) Canada: £1.77½ spot; £1.75, cif. Copaiba: BPC £0.60; Para soluble £0.40. Peru: £0.95; £0.90, cif for shipment. Tolu: BP £0.70.

Cherry bark: spot £0.16½ lb; £0.16, cif.

Colocynth pulp: Spot £0.30 lb.

Ergot: Nominal.

Ginger: (cwt) Cochin 17.25, cif. Jamaican No. 3 £46, cif. Nigerian peeled new crop £14.50, cif; £17.50 spot; split £9.25; £8.75, cif.

Honey: (Per cwt ex store). Australian light amber £8.62½, medium amber £8.12½, Canadian £11, Mexican £10.75, Chinese £8.12½.

Hydrastis: £1.42½ lb spot; £1.40, cif.

Lobelia: (lb) Dutch, £0.25 spot; £0.22½, cif. American £0.40, cif.

Lycopodium: Indian £2.50 lb spot; £2.10, cif.

Mace: Grenada unassorted £0.35 lb, cif.

Menthol: (kg) Chinese spot £6.78; shipment £6.72, cif. Brazilian spot nominal; £4.85 kg, cif.

Pepper: (cwt) Sarawak white £20.50 spot; £20 cif; black £20.50; £19, cif.

Pimento: Spot £800 ton, fob.

Podophyllum: Nominal on spot; £16.25 cwt, cif.

Quillaia: £16.50 cwt spot; £14.75, cif.

Rhubarb: From £0.30 to £1.50 lb.

Saffron: Mancha superior £58 kg.

Seeds: (cwt) Anise: China star £8.25. Spanish green £12.37½. Caraway: Dutch £9.50, cif. Celery: Indian £19 spot; £12, cif. Coriander: Rumanian £82 metric ton, cif; Moroccan £22.30 spot. Cumin: Syrian £19.25, cif. (50-kg). Dill: Chinese £6, cif (50-kg). Fennel: Chinese £5, cif. (50-kg). Fenu-greek: Moroccan £30.02½, cif. Mustard: £3.£6 spot as to quality.

Senna: (lb) Tinnevely No. 3 faq leaves £0.08; pods, hand-picked £0.11½; manufacturing £0.08½; Alexandria h/p cleared; manufacturing £0.17½-£0.19.

Senega: Canadian spot £1.50 lb.

Turmeric: Madras finger spot, £200 ton; £160, cif.

Waxes: (Per cwt) Bees' £35.50, cif; spot nominal. Candelilla: £28 spot, £27, cif. Carnauba: fatty-grey £21; £19, cif; prime yellow, £28.50; £25.25, cif.

Witchhazel leaves: £0.27½ spot; £0.25, cif.

Essential and expressed oils

Almond: Imported £0.65 kg spot.

Amber: Rectified spot £0.27½ kg.

Anise: Chinese £1.50 kg spot; £1.40 cif.

Bay: £6.60 kg.

Bergamot: Top grade £9.65 kg.

Birch tar: Rectified £1.75 kg.

Bois de rose: Brazilian £2 kg spot; £1.90, cif.

Buchu: English distilled, £255 kg.

Cade: Spanish £0.45 kg.

Cajuput: Spot £1.21 kg.

Camphor white: Spot £0.32½ kg; £0.30 cif.

Caraway: £6.60 kg. English £10.75 kg.

Cardamom: English distilled £71.50 kg.

Cassia: Chinese £2.07½ kg.

Cedar: Leaf £2.40 kg; wood; American £1.54.

Celery: English £35 kg.

Cinnamon: Ceylon leaf £1.60 kg; Seychelles leaf rectified £2.10; bark, English distilled, £97.50.

Citronella: Ceylon £0.87½ kg spot; £0.85, cif. Chinese £1.15 kg spot; £1.17, cif.

Clove: Madagascar leaf £1.23 kg in bond; £1.18, cif. English distilled bud £19.50.

Cod-liver: BP in 45-gal lots £28.79 naked; BSI No. 839 £26.81½ naked, carriage paid.

Coriander: £8.25 kg spot.

Cubeb: English, £9 kg.

Dill: £5.70 kg spot.

Eucalyptus: Chinese 80-85 per cent £0.62½ kg in bond £0.60, cif.

Fennel: Spanish sweet £1.92½ kg.

Ginger: English distilled to £48 kg.

Juniper: Berry £3.08 kg nominal; wood £0.55

Lavandin: £2.60 kg.

Lavender: French from £4.40 kg.

Lavender spike: Spanish £3.05 kg in metric ton lots.

Lemon: Spot £6.60.

Lemongrass: £2.05 kg spot; £1.90, cif.

Nutmeg: East Indian £4.97½ kg. English distilled from West Indian £13.65.

Orange: Sweet from £0.32½ kg.

Palmarosa: £9.75 kg spot, £8.25, cif.

Patchouli: Spot £3.62½-£3.87½ kg duty paid.

Pennyroyal: Spot £1.82½ kg.

Pepper: English distilled ex black £33 kg.

Peppermint: (Per kg) *Arvensis* Chinese £2.42½ spot; £2.37 cif; Brazilian £2.15 spot; £2.09, cif. American *piperata* from £3.85.

Petigrain: Paraguay spot £2.60 kg; £2.42½, cif.

Pine: (kg) *Abietis* £3.575, *Pumilionis* £6; *sylvestris* £1.625.

Rosemary: Spanish £1.37½ kg.

Sage: Spanish £2.40 kg.

Sandalwood: Mysore spot £14 kg. East Indian for shipment £13.50, cif.

Spearmint: American £4.60 kg; Chinese spot £3.25 per kg; shipment £3.07½, cif.

Vetivert: Bourbon, spot £11 kg.

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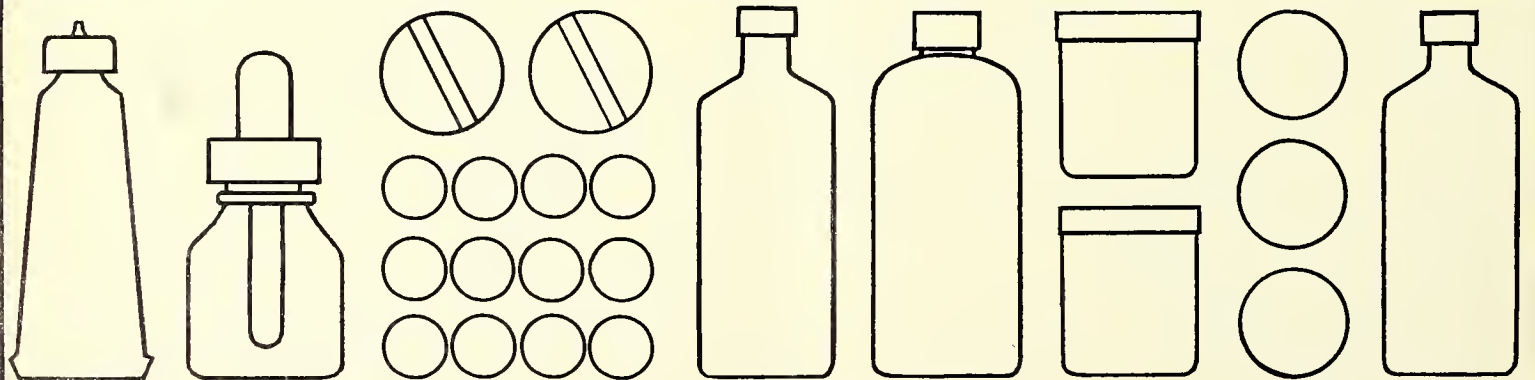
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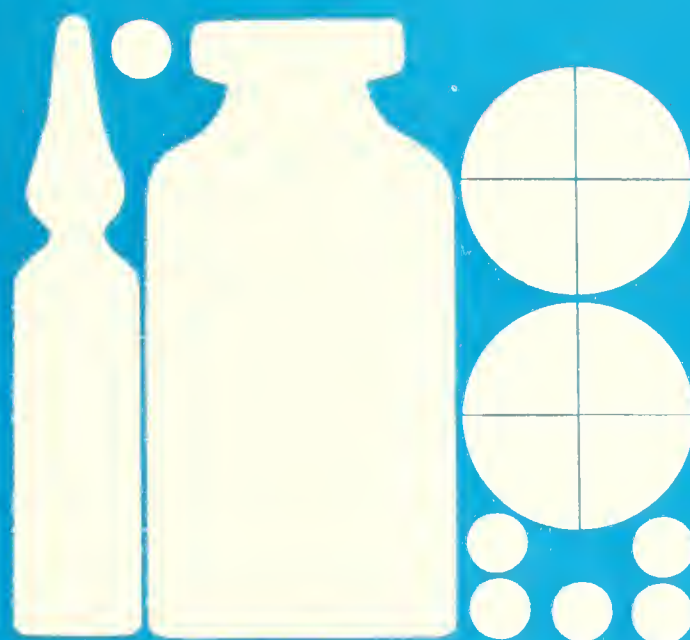
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BEAUTY BUSINESS

February 13, 1971



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Millions of women will see it. And remember it. So stock up with the pretty young Mums. You'll be pretty amazed at the profits you make.

BEAUTY BUSINESS

February 13, 1971
Editorial Consultant: Elizabeth Anderson

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OUTLOOK · 1971

EYLURE are really making a "point" to celebrate D-Day—if you'll forgive the pun. They are encouraging us all to *think* decimal by suggesting that there is no reason why we should not all *wear* decimals. "Decimal-eyes-ation" they say, is the look that can really be described as the Look of the Seventies!

The effect is startling and unique in its individuality but the ingredients are simple. Take a pair of eyes, as many decimal points as you fancy (depending on however expensive you want to look!) painted on in your favourite eyeshadow, and finish with two pairs of Eylure's trendy See-Through lashes for top and bottom lids and before you can blink a false eyelash, you're decimaleyesed! See picture below.

YVES ST LAURENT was only one of the Paris designers who, just last month, decreed that it's going to be back to the Forties for us this Spring. It looks as if many of them had been thumbing through Hollywood glossies of the period—what else would inspire such a rash of squared shoulders, pleated skirts, bias-cut crepe dresses and ankle strap shoes with desperately high, thick heels and platform soles? But this new fashion look is going to mean a new cosmetic approach. That goes without saying. There will be a new china doll look in cosmetic colour . . . blues, lavenders and prunes in eye shadows: pinky

rouges for the cheeks, and brighter, much brighter, lipsticks.

ELIZABETH ARDEN are launching two new looks for Spring 1971 . . . christened the Joy of Colour and Colour Mosaics. The Joy of Colour is a basically simple "out door" face but has well-defined colour concentration on the eyes with colours like Kingfisher Blue and Kingfisher Green. And, included in their Colour Mosaics, are Directionale lipsticks in dramatic, vibrant colours like Russet 8—a burnished brown, Rose 8—a fine burgundy and Red 5—a brilliant, slightly "blue" red.

OUTDOOR GIRL'S new Pearly Eye Lighter colours are completely tuned in to today's fashion scene. Their Pearly Eye-Lighters consist of pressed shadow with a touch of pearl, to make eyes look dolly-fresh and naturally pretty. The colours are soft and so, say Outdoor Girl, is the formula—it goes on with a brush or fingertips—leaving lovely colours like Rose—a delicate flesh pink: Jasmin—as fresh as yellow pollen: Seafern—a soft blue/green aqua or Lavender—the palest mixture of mauve and lavender: Cornflower and finally Moss.

These new eye colours are meant to circle the whole eye with colour on their own, or to be used teamed as highlighters and shadowers.



One thing that is happening to them is that they are being ill-treated by the weather. Another is that they are being subjected, unless you are one of those very rare creatures who do no washing-up and none of your own laundry, to enzyme and detergents which have a disastrous effect on the hands and nails. These biological powders are an obvious boon in removing stains from clothes and grease from dishes, but they also eat away the protein in the nails, attacking their very fabric and, equally efficiently, once you immerse your hands in water containing detergent, they degrease the surface of the skin removing the protective oily mantle.

But hands and nails are dead giveaways when it comes to character analysis. And in your job, perhaps more than in any other, your hands are constantly on show, constantly under scrutiny from the other side of the counter, i.e. from your customers or, perhaps, we should say your would-be customers. So if your hands and nails aren't quite up to standard get to work on them right now.

Bluff or buff

Fashion today puts an emphasis on the "natural look," which means nails must be naturally beautiful.

Nails, like complexions, need regular stimulation, as well as cleansing and nourishing, to keep them healthy. But, as a nail takes an average of 120 days to grow—or just about 4 long months—if yours are weak, brittle or splitting, it's no good expecting overnight results whatever you use to improve their condition. Like so many of the good things in life—like old silver or rose trees—it is regular cherishing that brings results!

What's happening to hands and nails now

Once upon a time every beauty-conscious woman counted a nail buffer of chamois amongst her manicure accessories. Sadly, it must be reported the habit of buffing the nails with a steady, one-way stroke, seems to be overlooked today. A

pity, because it is a simple recipe for stimulating the circulation of the nail bed and encouraging a smooth shine. Demuth's two-in-one nail aid—Carnate—is a pale pink creamy paste, and a speck dotted on each nail and then buffed either with a chamois buffer or against the palm of the hand works wonders. Carnate's oils are nutritive and prevent and cure brittle, split nails, whilst its natural minerals give a waterproof and long-lasting polish. Carnate also "kills" the harmful enzyme action of detergents by giving the surface of the nail an abrasive polish.

If you are one of those who feel positively naked without nail varnish you can use Carnate as a protective undercoat.

Emergency

You had ten beautifully long and well-manicured nails until you snapped off the nail of your forefinger when you rang up the till too enthusiastically. Until you have time to do a real job with a false nail you can disguise the break, even if the broken nail is only hanging on by a thread, with the help of a sliver of Sellotape. Hold the nail edges together and stick together with the tape. Under a couple of coats of varnish it will hardly show. If the nail breaks off completely there is nothing for it but to round it off with a file. And resolve to be more careful in future!

One and all

Innoxa have a new treatment for hands and nails which comes in both cream and lotion form — One and All. They like you to use it at three-hourly intervals for the first seven days and after



that twice a day. One and All not only softens the hands and treats the tell-tale age discolouration, but also improves the cuticles and is effective in strengthening the user's nails into the bargain.

Reform bill

Nailoid can reform bad nails—and the bill is modest! A small Nailoid cream costs only 11p and, used daily, helps to strengthen the nails. It contains lanolin to soften the cuticle, and removes nicotine or other stains from nails and fingers when applied with a moist soft brush, worked up to a soapy cream and then rinsed off. For nails that split or break easily there is a sister product to the cream—Nailoid Nail Hardener.

'Ware acetone!

Acetone can be harmful to nails, drying them and making them more prone to splitting and flaking, so be sure that the nail polish remover you use has some oily content to nourish the nails. Cutex, who have a battery of aids and remedies for hands and nails, do an excellent and kindly polish remover: or for a speedy clean up there is nothing to beat Quickies nail varnish remover pads, which contain no acetone and are fortified with a special oil which helps to keep the nails supple.

Diet helps

Brittle, breaking nails may be partly the result of deficiencies in your diet. Make sure that you have sufficient daily vitamin D, which you find in fish such as herrings, sardines and salmon and in dairy foods. Or take a halibut oil capsule every day. This will give you all the vitamin D you need.

Reflections and Originals

For pretty fingertips both Cutex and Coty have just introduced new ranges of nail colours. From Cutex comes a range of Rainbow Reflections in which rainbow hues of blue and green lights shimmer through the original colour. Sea Anemone is a deep, dark, glittering purple with sea blue reflections. Research shows that this shade is going to be a winner with young fashion-conscious girls. Sea Shimmer is a pure deep pink with rainbow blue reflections, Sea Sheen is a pale ice pink shimmering through ice green lights and Sea Oyster is an oyster shell pearl with mid-summer green sea lights. Advertising for these starts next week in major women's magazines, including *Woman*, *Woman's Own*, *Honey* and *Vogue*—and the 1971 Cutex message will read: *Cutex for the colour in your life*.

Coty have introduced nail enamels this year, and have christened them Coty Originals to link up with their Coty Original

lipsticks. There is a choice of 12 colours, carefully selected to match the current fashions for blue, lavender and pink, plus a base coat which doubles as a top coat. Coty Original nail enamels glide on easily, don't chip and have a super lustre.

Marvellous Mavala

From Mavala, the Swiss nail specialists, comes an excellent and comprehensive range of nail care products for all types of nails. Included in the range are Mavala Scientifique, a shock hardening product for breaking, splitting and grooved nails, Mavala 002, which has a double action, strengthening and protective formulation for healthy but soft nails, and Mavaderma which is applied to the roots of nails which grow slowly and with difficulty.

Right on the nail

Eylure's fingernails have been on the market since 1948—the brainchild of David and Eric Aylott, then working as make-up artists in a British film studio, and inspired to invent them because they were so bothered watching an actress struggling with cardboard and glue to cover her bitten nails!

Until the early 1960's the only Eylure false fingernail shape was called Regular, and it was hoped that it would fit every nail shape. But research showed that there was a demand for shorter nails and slimmer nails and so, more recently, Eylure

Illustration by courtesy of Eylure

launched a five-strong range of nails so that every woman could choose a nail that would flatter her hands.

Now it is possible to choose Eylure fingernails in five styles—Regular, Short Trim, Small Size, Slim Line and Long Line. What is more, most styles come in a choice of Standard nails to be fixed with Nailfix adhesive, or Self-Adhesive nails for instant fixing.

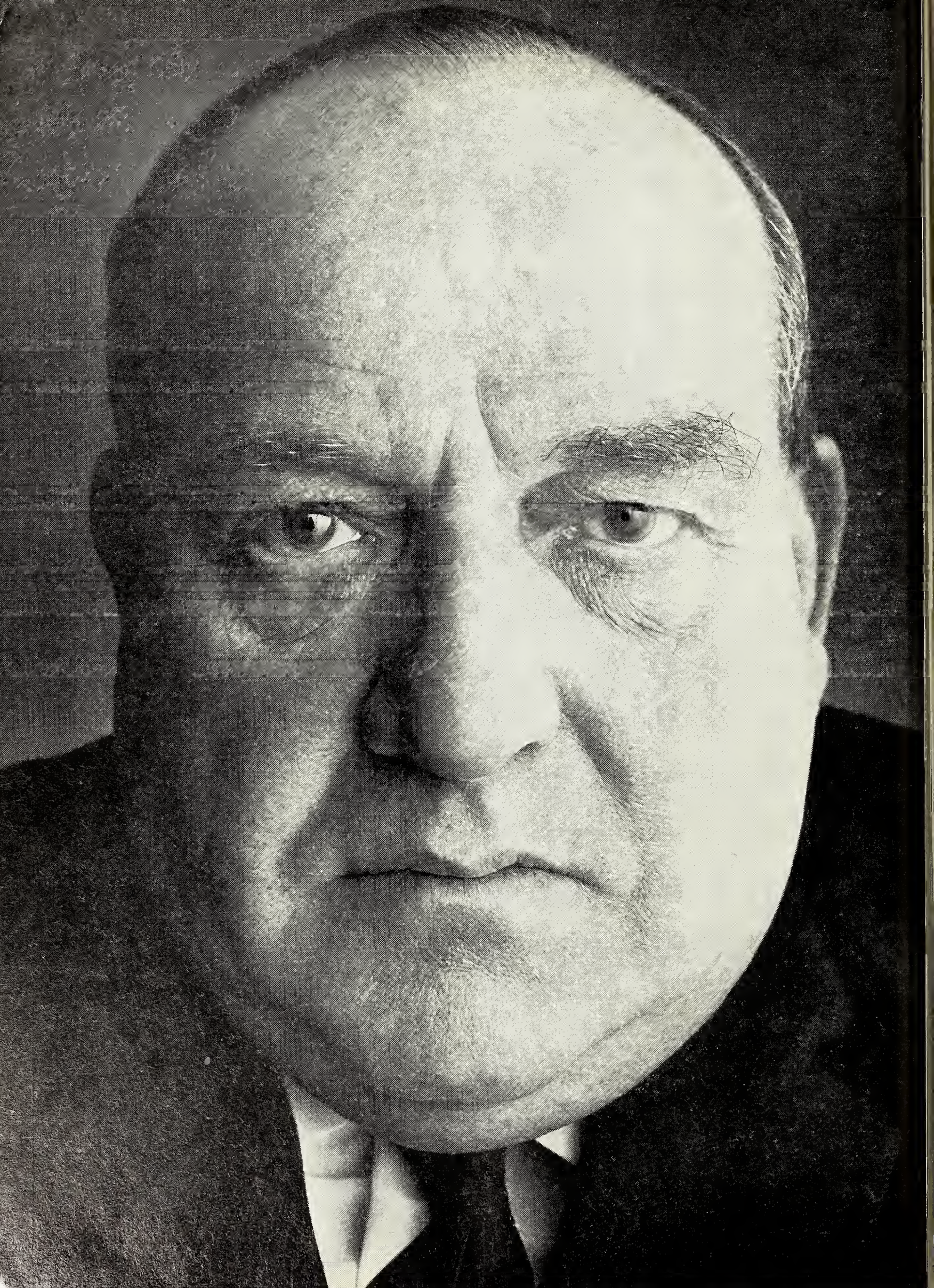
Age spots

Weathered brown spots on the skin of your hands tell the world you're getting old—perhaps before you really are! A product called Esoterica, which originated in the States, but is now manufactured in the UK, does much to help fade them out and make the skin look young and smooth again. Esoterica, by Mitchum, doesn't do a cover up job: it works *in* the skin.

Lanolin enriched

Because hands secrete no natural oils of their own they cry out for nourishing hand creams. And one of the ingredients most necessary in a lubricating hand cream is lanolin. Lanolin is sheep wool fat and has long been prized for its close resemblance to the fatty substance present in the sebum of the human skin. Lanolin is in many hand creams, including Nulon, Pacquins and Christie's Lanolin.





Back in February 1970, he was laughing.

At us.

At a range we were introducing called
'Make-up to Make Love In.'

'I don't need it', he said. Like he didn't need
money.

Because 'Make-up to Make Love In' sold.
Breaking all records by helping to increase Mary
Quant Cosmetic sales more than 50% over 1969.

Our stockists rubbed their hands in glee,
with background music from tinkling cash
registers.

They know it's sensible to stock Mary Quant
cosmetics.

They know they don't have to hold enormous
stocks: the opening order is very sensible, much
cheaper than the opposition.

They know it won't stay long in the shop.
Our cosmetics have the fastest stock turnover in
the business.

They know they'll get a superb counter
display that holds our entire range, but only takes
up 2½ sq. ft. of your valuable counter space.

And they know we support them with
memorable, persuasive advertising. (Remember
Make-up to Make Love In? And the Autumn
Colours?).

If you're not a Quant stockist, you're missing
out on a valuable profit line.

Fill in the attached coupon, and we'll send
someone around to tell you about 1971.

We could have you laughing your head off
by Christmas.

Mary Quant.

To: Peter Callow,
Mary Quant Cosmetics Ltd.,
Hook Rise South, Surbiton, Surrey.

I'm interested in stocking Mary Quant
Cosmetics in 1971. Please ask my local
Quant man to call.

Name _____

Address _____

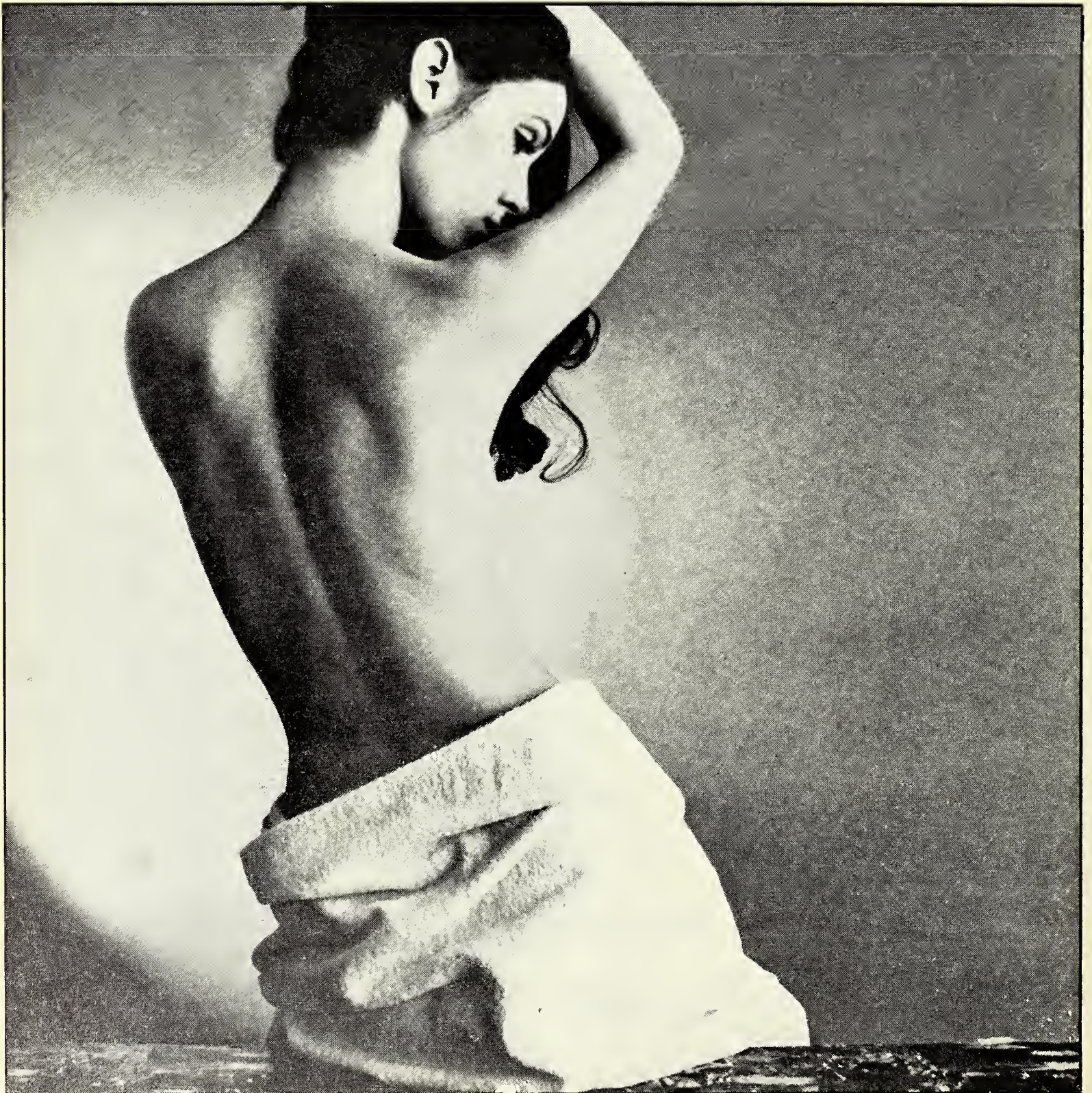
START SHAPING UP

This is the time of year when your customers (or perhaps even you!) should begin to think of shaping up for the spring and summer months. Right now we may all be shrouded in winter woollies, booted to the knee or thigh and muffled with hoods, but come spring . . . officially come next month . . . we shall be throwing off the dark disguises of the wintry months — and woe betide those of us who have eaten all too well, but not too wisely!

Apart from the cosmetic aspect of be-

ing overweight, there is a very real health hazard in this condition. Obesity, which is an excess of fatty tissue in the body, is probably the most vital nutritional disorder in our affluent society. Currently it is said that up to 25 per cent of all women, and nearly 20 per cent of all men are overweight, and it is these people who are most likely to be prone to high blood pressure, heart troubles, diabetes and certain forms of rheumatism. Added to which, on average, fat people don't live as long as their leaner fellows.

One of the curses of "going on a diet" is the anti-social aspect of the whole business. The Outspan orange people have come up with a simple slimming plan — the Orange and Peanut diet. This is particularly useful for people who need to have a packed lunch. It is based on a good breakfast, one full main meal and one meal of an orange and 2 oz of peanuts. Wonderful for working girls, because they can start the day with a good breakfast, take their orange and packet of peanuts to work with them, and eat



their main meal in the evening. For breakfast you can choose from bacon and eggs, bacon and tomatoes, kippers, smoked haddock with butter or scrambled egg with bacon. Plus as much tea or coffee as you like, with milk but *no sugar*.

For the main meal you can have, if you like, three courses. Here's what you can have first: fresh fruit juice, clear soup, melon, smoked fish or shellfish.

For your main course, choose from: any roasted joint, chicken, turkey or other poultry or game, fish of any kind (if you fry do not use batter), stewed or braised meat (no thickening in gravy), fried or grilled steak, chops or cutlets, boiled beef, ham or bacon, liver, kidney or heart.

And *two* of these vegetables: green beans, cauliflower, young garden peas, cabbage, sprouts, tomatoes, greens, lettuce, cucumber, watercress, mushrooms, broccoli, spinach, celery.

For your last course have fresh fruit, or any cheese with celery or radishes.

Then, of course, there is the social problem of "having a drink." Drinks are not very *filling* in themselves — unless you are thinking in terms of pints of beer — but they are all too rich in calories. A 3 oz glass of white Sauterne wine accounts for 78 calories, a glass of dry red wine for 75; a sweet sherry contains 114 calories, and a dry one 99; whilst a reviving 3 oz of whisky will account for 205 calories in one fell swoop!

There *are* ways around this problem. A glass of Slimline tonic water or soda water, plus a cube of ice and with a slice of lemon afloat in it, looks friendly and festive but won't add weight. Or, if you are drinking at home, there is always Shloer Liquid Apple Juice which only carries 10 calories per fluid oz and has a health and beauty bonus into the bargain. Basically, the whole problem is one of balance.

Eat the right amount of food and it all gets "burnt up" as energy, with the result that you stay in shape and never put on weight. Eat more than you need and it is stored in the body as fat. The more active you are, the more you generally eat — it's as simple as that. Counting calories is the easiest and most accurate way of telling whether we are going to lose weight, for this is the scale used to calculate the burn-up rate of food in the body, enabling us to judge how much to eat in relation to how active we are.

The average person with a not unduly active job burns up just over 2,000 calories a day. Eat to that quantity and you will stay trim (or slightly below to lose weight) but go over this figure without the exercise to burn up the calories and you will put on weight.

We can see, therefore, how important calorie counting is, and to do this and yet still have more than enough to eat is very simple if you know how.

The main things to remember are to eat the right amounts of meat, fish, cheese and eggs supplemented generously with vegetables and salads *plus* the virtual cutting out of sugar in all its forms.

But, this doesn't mean back to a dull, boring meat and lettuce diet, for artificial

sweeteners can be used in cooking as well as tea or coffee, to keep the sweetness in, while leaving the calories out!

Sweetex can provide you with the means to get the most out of remaining calories for you can "spend" them on delicious puddings, sauces and the like to make yours the diet that isn't!

Things like "Meat with sweet and sour sauce," and "Swedish apple cake" can make a world of difference to a slimming diet, and here are the recipes so that you can try them for yourself.

"Sweet and Sour"

Ingredients:

- 1 lb fillet of pork or veal
- 2 oz sliced onion
- 2 oz sliced mushrooms
- 6 oz tomatoes (cut into wedges)
- 4 oz sliced carrots
- 3 oz eating apple (after peeling, coring and slicing)
- $\frac{1}{2}$ pint water
- 4 tablespoons vinegar
- 12 drops Liquid Sweetex
- 1 tablespoon Soy Sauce
- $\frac{1}{2}$ level teaspoon salt
- $\frac{1}{2}$ oz arrowroot

Method

1. Cut the meat into cubes and grill until tender and crisp
2. Meanwhile, mix together the Soy Sauce, salt, vinegar, water and Sweetex
3. Bring to the boil and add the carrots, onion and mushrooms
4. Cover and cook for 30 minutes
5. Blend the arrowroot with a little cold water and stir into the liquid
6. Add the sliced apple and tomato wedges and boil for 1 minute, stirring all the time
7. Turn into a serving dish and add the cubes of grilled meat.

Serves 4 persons

Calorie value: 680 (approximately 170 per person)

"Swedish Apple Cake"

Ingredients:

- 2 oz soft white breadcrumbs (made with starch reduced bread)
- 1 level teaspoon cinnamon
- 1 level teaspoon grated lemon rind
- $\frac{1}{4}$ level teaspoon salt
- 12 oz apple puree
- 4 tablespoons water
- 2 tablespoons lemon juice
- 10-12 drops Liquid Sweetex

Method

1. Mix together crumbs, cinnamon, lemon rind and salt
2. Grease a one pint dish

3. Cover the bottom of the dish with half the breadcrumb mixture
4. Pour on the apple puree. Then add the remaining breadcrumb mixture
5. Mix together the water, lemon juice and Sweetex. Sprinkle this over the top of the mixture
6. Cook at 355° F, gas mark 4 for approximately 45 minutes. Serve warm.

Serves 3-4 persons

Calorie value: 270 calories (approximately 90 per person if serving three, 67 if serving four.)

Having saved masses of calories on the food side by keeping Sweetex liquid in the larder, here's a final thought on how you can continue the good work by the use of Sweetex pellets in tea or coffee: One Sweetex pellet saves 27 calories (which is equivalent to one teaspoon of sugar), so the average tea or coffee drinker used to two teaspoons of sugar saves 54 calories on *every* cup. This sugar mounts up to an amazing 270 calories a day on five drinks and can total at least 2,000 calories taking the week into account.

What about that as a thought the next time you take your tea break with a cup of sugary tea and a doughnut?

Supasac sweetener

This sweetener, marketed by the Wallis Laboratory, and sold only through chemists, is being increasingly promoted this year, and you should look out for their attractive new counter display units.

Another excellent artificial sweetener on the market is made by Burroughs Wellcome—Saxin. Burroughs Wellcome have just recently formed a new consumer department with the sole function of helping you to sell their products. They are also mounting this year a large national press advertising campaign, backed by what they describe as the "weightiest" promotional campaign ever.

New Trimetts and Limmits

More good news for the sweet tooth comes from the makers of Trimetts and Limmits, who last month launched sweet flavoured biscuits in their range of "slimmers meals" in a packet. Trimetts have added a chocolate covered "crunch cake"; and

Limmits now offer Lemon and Lime Flavour biscuits, and Shortcakes, both plain and milk chocolate covered, which vary from 260 to 290 calories for a meal.

Figure-wise

Bisks is another range dedicated to slimming without tears. They also realise that the habit of eating plenty of "stodge" to keep out the cold in winter can lead to unhealthy extra inches in the spring. Sell their meal replacement biscuits; either sweet, like Lemon Puffs or Orange Creams, or savoury, like Cheese and Celery or Savoury Beef. Just two of any of these biscuits, with a half pint of liquid, will keep hunger pangs away.

HERBS

WITH EVERYTHING

Suddenly, it's herbs with everything! Suddenly, herbs are the "in" thing. In cooking, in shampoos, in cosmetics . . . herbs are a must. Yet herbs are not one of today's wonders. They have roots as old as time. Schools of herbalists officially existed as long ago as 300 BC when man first became concerned with the arts of healing, and herbalism has never looked back since.

In this country, as far back as 1649, herbalist Nicolas Culpeper was an established physician in the East End of London, and used herbal medicines to cure his patients. Then of course, our Victorian grandmothers knew all about them, too. They used herbs to make up their own recipes at home. They knew that elderflower lotion whitened the skin, that lime-flowers got rid of freckles and that ashes of a burnt herb called southernwood could be a reliable hair restorer when mixed with oil.

Our great grandmamas made an infusion of marigold petals, or coltsfoot, for a nasty cough, and believed that vervaine was good for a splitting headache. Sage is an old time remedy used for darkening grey hair, comfrey was supposed to prevent wrinkles, and the oldest known beauty moisturisers in the world are just plain glycerine and honey.

But this current, back-to-mother-nature craze, as far as beauty products are concerned, really began with food. In the early 1960's health foods and vegetarianism were regarded as fads for a few special people. But, strangely, though the few who followed diets made up of health foods and compost-grown vegetables laced with wheatgerm were labelled health-nuts, the health movement did not die, as most purely faddist ideas do, but it grew and grew, until this search for health through natural beauty started to infringe on the whole business of being beautiful.

Beauty Business believes that there is a close link between fashion and beauty, and notes that fashion, too, has echoed recently a back-to-nature feeling. Never has there been such a splurge of folksy peasant clothes, fringed suede and leather, primitive prints and simple calico. In fact it looks now as though this whole health and beauty syndrome could probably be a kind of rebellion against an overdose of technology and science.

However, in the beauty business, we are lucky, for today's advanced scientific knowledge is being skilfully married with ancient herbal remedies to give us new, better and more luxurious lotions, liquids and creams to make us look lovelier.

One of the first firms to get on the herbal bandwagon in a big way was Poly who added their Polyherb shampoo to their range of hair care preparations. It was the first herbal shampoo on the

market, and, from the moment it was launched in 1967, this unique shampoo was a winner, and quickly rose to be a big seller in a strongly competitive market.

Perhaps this was partly due to the fact that it was the first of the herbal products to be launched, partly, too because of its authentic herbal fragrance. To the Polyherb shampoo, made to an up-to-date shampoo formula, were added essences from eleven natural herbal ingredients selected for their cleansing, nourishing and stimulating effects — herbs and plants like arnica, nettle and cinchona, traditionally used to tone and freshen the scalp and make the hair softer and glossier; birch, speedwell, mare's tail, yarrow and coltsfoot, all recommended by herbalists of old for their soothing and curative properties. Camomile was added, which has been used for centuries by women to brighten their hair, and sweet smelling rosemary and clover, too, for beautiful fragrance.

Now there are other herbal shampoos: Elida have added a herb shampoo to their Sunsilk range which contains sage in addition to other herbs, and Sebbix have produced a Sebbix Herb Shampoo which includes an essence of fennel, that fragrant herb so beloved in the kitchen. There is also a Supersoft Herb Shampoo and, in Rosedale's series of shampoos for the family, a Rosedale herbal shampoo described as being designed "for tired hair."

Poly followed up their Polyherb success with a Polycare herbal conditioner, and soon there was Wella's herbal creme rinse — a delightfully fragrant, pale green cream to massage into the hair after a shampoo, which also — naturally — con-



tains extracts of active herbs for their helpfulness in restoring lustre to hair, particularly after it has been tinted, bleached or over-permed.

Bronnley, who make beautiful soaps, heralded summer 1969 with their range of Country Herb Soaps. Each soap in the range is coloured in the deep earthy shades of the countryside, and each tablet has the fragrance of a different herb. There is marjoram, from the mint family, warm and balsamic; melissa, known as the Balm of Gilead, with a slightly lemony and stimulating fragrance; basil, India's beloved and sacred plant, and witchhazel for its astringency. Lastly there is camomile with its faint summer fragrance of honey and roses, and rosemary, one of the oldest of English herbs with its light and spicy scent.

Bathtime

Perhaps bathtime is when the natural beauty movement really comes into its own. A soothing bath additive can be made by filling a muslin bag like our grandmamas probably did, with a handful of rosemary leaves, dried mint, comfrey and thyme! But it is easier to try one of the herbal bath products.

Doktibad is an Italian bath luxury based on herbal extracts. Roger & Gallet's Bain Tonique, is a luxury French product, whilst England's New Dew Bath Essence, rich in moisture and oil, is made from an essence of alpine herbs including gentian, rue and pine.

Recently Goya launched their re-packaged Aqua Mandā range which offers, as well as herbal bath oil and foam bath, a herbal talc, a golden body rub and a herbal shampoo.

So, back again to the advantages of the herbs and natural plants that our forebears used so often. Comfrey was for blood disorders; agrimony and groundsel for spots; tansy for chills, and burdock, dandelion and nettle for acne. And, for loss of vitality, that all too common enemy of all caught up in the modern rat race, there is borage—Wales' herb of happiness; nepenthe of Homer, bringer of joy and repressor of melancholy!

Illustration above by courtesy of Poly. Illustration on left by courtesy of Carter's of Shipley.



Sweetex. Smarter than calories.



If you want to stay slenderly slim — use one tiny Sweetex to sweeten your tea or coffee.

One Sweetex is as sweet as one teaspoonful of sugar (which has about 27 calories).

Sweetex don't have any calories. They taste sweet and that's all.

Which is all you want if you're smart. And which is probably why Sweetex is the most trusted of all sweeteners.

All on its own it won't conquer a major weight problem. But consider this: one 2/- tube of Sweetex helps your calorie-controlled diet by saving you 5,400 calories.

A pretty smart saving.



Clothes by Ossie Clark for Quorum.
Weight watching by Sweetex.

great products...power you need



HERBAL CREME RINSE

Launched early in 1970 Herbal Creme Rinse quickly became a run-away best seller. The beautiful packs just ask to be picked up and bought. And the best thing is that many girls now consider Herbal Creme Rinse to be an important part of their *weekly* hair wash! So they keep coming back for more . . . and more.



HAIR SETS

Already selling well, the range of Hair Sets is bound to be even more popular with the elegant new presentation. New Hair Set Special completes the range which will be heavily supported this year.

ADVERTISING

✱ 1971 will be Wella's biggest yet. Biggest in sales — biggest in advertising. All products, including our men's range, will be heavily promoted. There's full, national T.V. from March to October with strong press and full page, full colour, magazine campaigns starting in February. Are you taking full advantage of this powerful Wella advertising?

erful advertising... ust win with Wella



EMON CREME RINSE

Lemon Creme Rinse is the logical result of the fantastic success of Herbal Creme Rinse. Lemon Creme Rinse is an excellent conditioner for all types of hair. Girls with greasy hair will find it especially beneficial. Backed with powerful advertising, Lemon Creme Rinse will increase still further your profits from the booming market for conditioners.



COLOR SET

Color Set sells fast wherever it is displayed. And with the beautiful new packaging it's bound to do even better. Color Set will again have powerful support—from both magazine advertising and point of sale display.



Wella—we know about hair.

Bronnley

Makers of the best soaps in the world

For Easter 1971.....
BRONNLEY launch
their Soap Eggs.

Each plump, egg-shaped
6 ounces of triple-milled
soap is wrapped in
brilliant cellophane and
ribbon-tied to match.

Recommended
retail price 30p



BRONNLEY

MAKERS OF THE BEST SOAPS IN THE WORLD

SOAP EGGS

AVAILABLE IN

english fern

lemon verbena

lavender

english rose



the NEW SKIN THING

"What makes men so beautiful?"

According to David Hartnell, Dorothy Gray's fashion make-up designer, it is because they have a regular daily routine of facial exercises and massage—shaving, in other words.

So David set to work to plan a new skin care routine for girls that mirrors exactly the movements a man makes as he shaves. The same muscle-stretching, the same brisk slapping to get the circulation going—all the tender care which every man gives his skin with every shave, translated into tender loving care for the skin of the feminine gender. Unisex beauty care at its best.



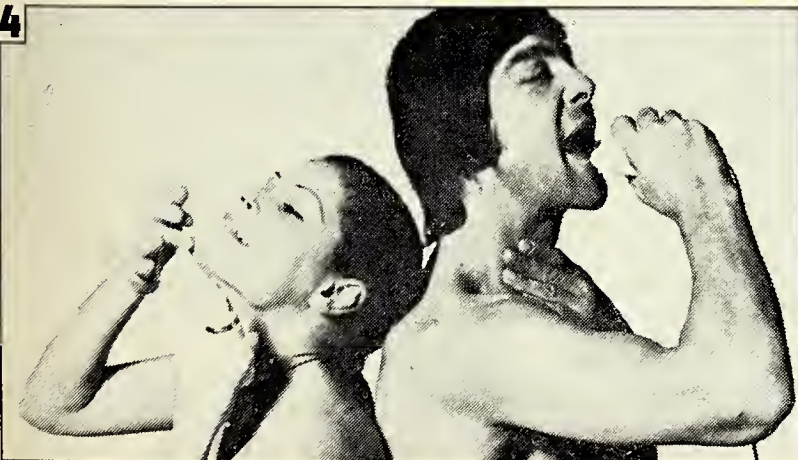
1 HE stretches his neck and dimples his chin as he shaves up and over. SHE gets those neck muscles going as she throws back her head and cleanses with cold cream



2 HE supports his chin with one hand as he pulls his mouth sideways to get a really close shave down the cheek. SHE borrows the same exercise to deep-cleanse with more cold cream



3 HE gets into an awkward corner with the electric razor by pulling his face and contorting his mouth. SHE massages in her skin cream gently using the same movement



4 HE curls his lower lip over his teeth to shave that tricky bit just above the chin. SHE finds this is a great way to smooth in her luxury moisturiser and the exercise is super for the jawline



5 HE gives his face a brisk slap with after shave lotion for a tingle-fresh feeling. SHE does the same with her skin freshener, a moisturised rinse that tones the circulation

"Girls, have you done this recently?"

"Taken off your shoes and stockings, stretched your feet and legs and taken a good look at them? Try it. Curl your toes and spread them apart.

"Can you do it easily? Circle your ankles both ways. Look at the sides and soles of your feet. Are they hard and calloused? Or soft and pink?

"Do you have inflamed pressure marks on the joints? Do your nails have a pretty, cared-for look?

"The basic structure may be yours for life but, as with your face and figure, you can highlight your attractive features and get prettier curves with a little know-how and care."

This is the new-style approach which Scholl is making to promote the foot and leg care business. Note the change of emphasis. From cure to care. And to you, the girl behind the counter, who spends so many hours a day on her feet, it has a very special importance.

To begin at the beginning, one must

appreciate that the foot is really a fantastic piece of intricate engineering. It is composed of twenty-six bones all skillfully linked together. It has several arches built into it, all of which flex gently as you walk to cushion the jar each step would otherwise make. Traditionally, feet have been the unmentionables and the un-

touchables — until they hurt. Which is pretty often.

Fashion footwear and the pace of modern living place enormous strains on the feet and legs and it has been estimated that the weight borne by the average pair of feet in a single day is 600 tons. No wonder Hardy Amies said recently that strained feet show in lined faces.

Graceful carriage depends on fit feet, and you have only to look at the leaning tower of Pisa to see what happens when things go wrong at the foundation. Health and beauty, however, begin with hygiene, and whilst in Scandinavia it is normal for people to take daily foot baths and in the United States they take daily showers, we do not enjoy the same facilities in Britain. All the more important, therefore, to keep your hard-working feet fresh with a special foot deodorant and anti-perspirant. Scholl have an aerosol pack for this—and for confidence and comfort there is no better way to start the day.

During the day you can cool feet at the press of a button with their foot Refresher Spray, specially formulated so it can be applied through nylons. With the handbag size, you can, as the advertisement says, "freshen your feet quicker than you freshen your face with a lipstick."

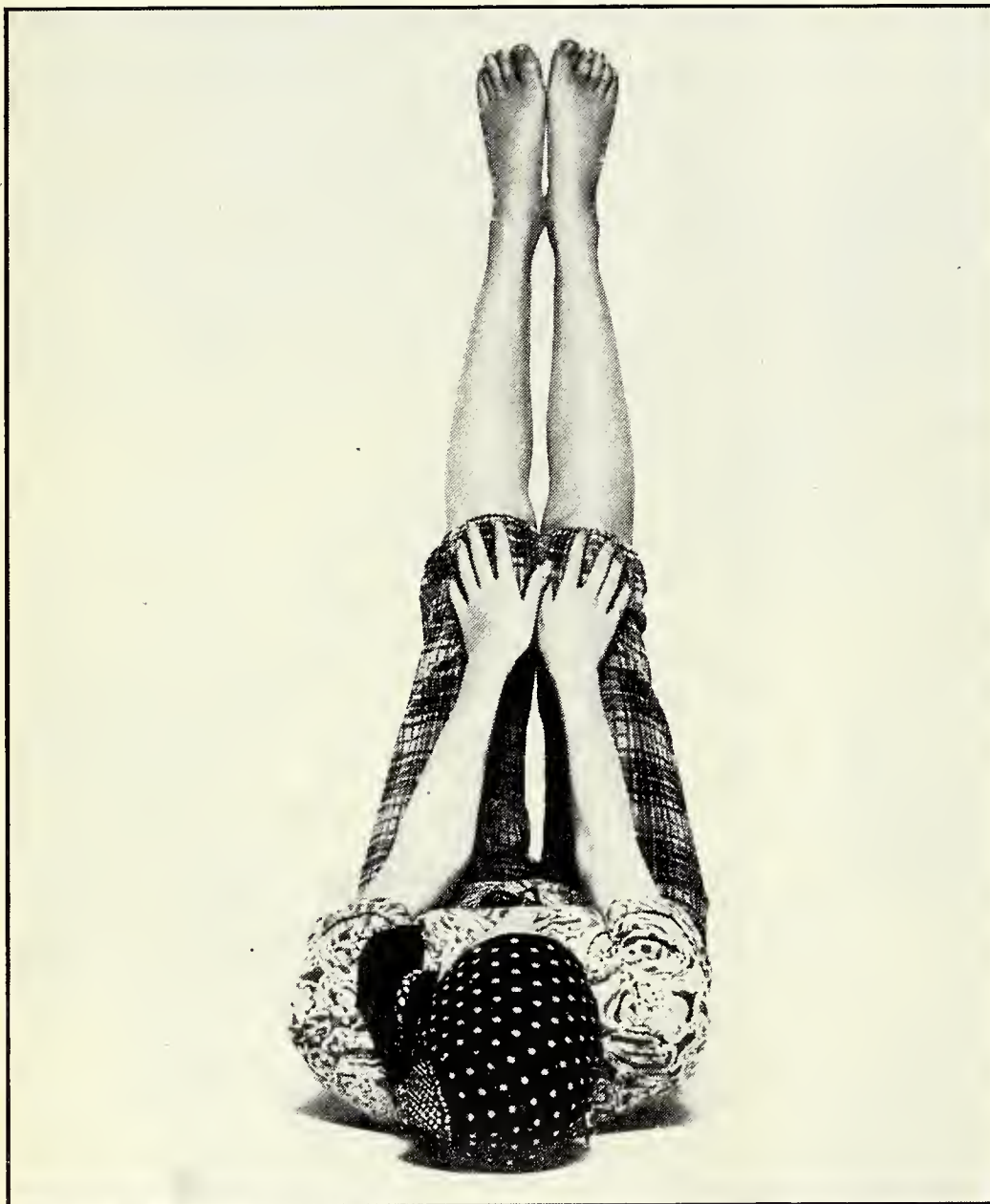
Badly-fitting footwear has been the most common cause of foot discomfort and deformity, and until recently women had to choose between wearing something fashionable or something correct. With the current trend towards square toes and lower heels the dilemma is not so great as it once was but one big problem remains—promoting proper toe function. Toes should be freely mobile to act as balancers for the body and the biggest boon for this has been the exercise sandal. Its design encourages free and natural exercise and enables you to walk as nature originally intended.

Exercise footwear

It is interesting to note that attractive clogs will be available this year, as well as the popular exercise sandals, which will ensure that every step will be a beauty treatment for your feet and legs.

The idea of giving feet a "beauty treatment" is a novel one to women but is becoming accepted. Meanwhile, too many people feel their feet are beyond redemption. This is not so, and it is an idea you should remember not only for yourself, but to put over to any footsore customers you may serve. Regular bathing and change of hosiery, the daily use of foot talc, trimming the nails straight across once a week, the occasional use of foot cream to nourish the skin and remove blemishes, and a wardrobe of exercise footwear from the increasing range which is becoming available—these are the simple basic requirements for foot health and beauty.

It is difficult to look beautiful unless you feel beautiful. The aids for making both of these possible are now available. With the foot and leg care market growing all the time, this is becoming not only a beauty business but a beautiful business to be in.



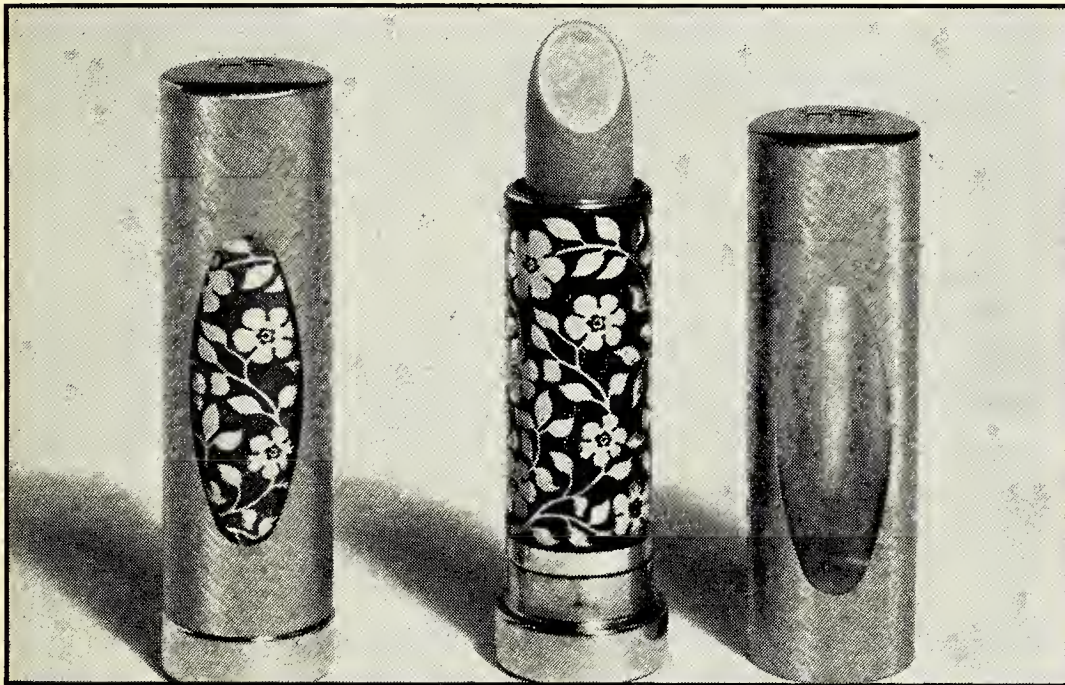
FOOT NOTES

YOU'LL BE SELLING NOW

For the lips

HELENA RUBINSTEIN — Le Lipstick
Price: £0.80

Selling Peg: An entirely new formula, containing five moisturising agents, which ensure a moist and even coverage. 30 shades, ranging from the palest champagne to the most exotic violets. Presented in a beautifully designed case.



For Bath'n'After

PERSONALITY — Turtle Oil Hand and Body Lotion
Price: £0.33

Selling Peg: An extra-rich, extra-nourishing lotion with a light fragrance which will not "quarrel" with a favourite perfume. Keeps skin of hands and body soft and supple.

BRONNLEY — English Clematis Turtle Oil Hand and Bath Soaps

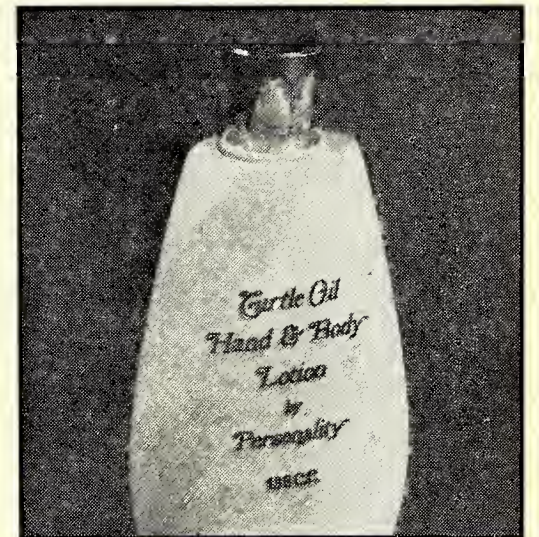
Price: Bath Size £0.21. Hand Size £0.13

Selling Peg: English Clematis is a fragrant newcomer to Bronnley's range of Turtle Oil Soaps. The soaps are a rich, soft purple colour, with a sophisticated floral fragrance.

YARDLEY — Wild Fern Talc

Price: £0.34½

Selling Peg: The latest addition to Yardley's family of talcum powders, packed in a smart moss green container, has a fragrance of sun-dappled ferns.



For the nails

COTY ORIGINALS — Nail Enamel
Price: £0.45 and £0.60

Selling Peg: Doesn't chip, glides on easily, is non-streaky, and dries quickly. Available in 12 shades plus a base coat. Most of the Enamels match the new Coty Originals lipsticks.

CUTEX — Rainbow Reflections

Price: £0.35

Selling Peg: Cutex plays clever tricks with light refractions so that rainbow lights shimmer over the original colour. Available in Sea Anemone, Sea Sheen, Sea Shimmer and Sea Oyster.



For skin care

ORLANE — Gel-Matin
Price: £2.50

Selling Peg: Evens the texture of the skin, prevents shine and keeps make-up fresh. Contains softening and moisturising plant extracts, microdispersed fats, and proteins, should be applied after the usual moisturiser, and should be spread over the face with the fingertips.

MARY QUANT — Skin Drink

Price: £0.85

Selling Peg: Skin Drink is for use after cleansing and toning, and it not only adds moisture to the skin incredibly quickly but also acts as a barrier to seal in all natural moisture and protect the skin from all drying conditions. Skin Drink comes in two types, one for use during the day under make-up, the other for use at night time.

GERMAINE MONTEIL — Super Moist Cream

Price: 1 oz £2.50, 2 oz £4

Selling Peg: A fluffy moisturiser for all-day protection that comes in two shades — blush, which brightens a too-wan complexion and tones a dark one, and natural, which lends a neutral veil to skins that have a healthy glow.



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better than
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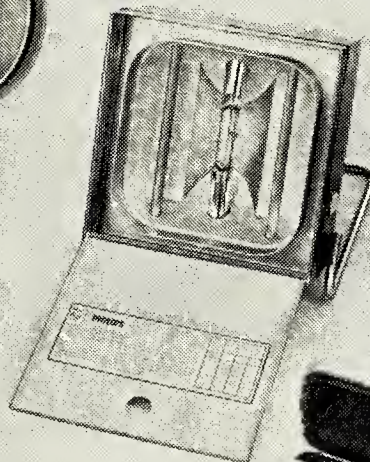
Infraphil Health Lamp. Pain soothing infra-red rays. £6.30. BSI Approved.



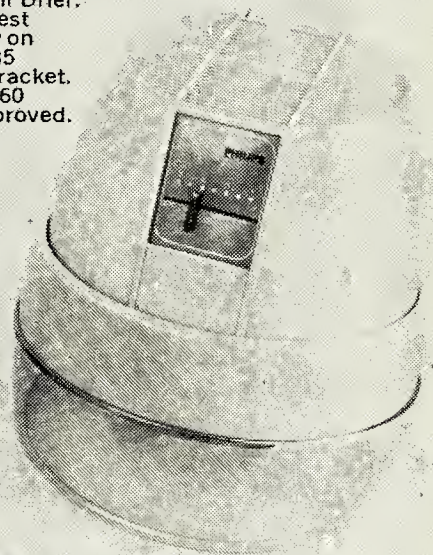
Ultraphil Health Lamp with health-giving ultra-violet rays. £10.75. BSI Approved.



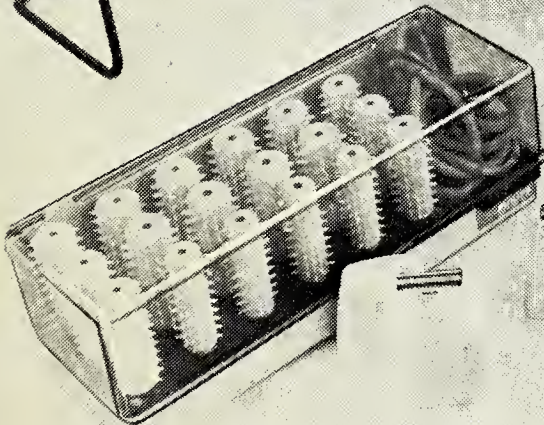
Combined Health Lamp. All the benefits of Infraphil and Ultraphil for £13.65. BSI Approved.



Philips Hood Hair Drier. Still by far the best value for money on the market. £7.35 including wall bracket. (Floor Stand £2.60 extra) BEAB Approved.



Philips Hair Curler Set. 18 self-heating curlers in 3 different sizes. £9.97.



Ladyshave Cordless. New Battery Shaver. £3.75.

Ladyshave Standard in handy, take-anywhere, protective pouch. £3.97. BEAB Approved.

Hair Clippers for expert hair cutting at home. £4.60.



Ladyshave De Luxe with elegant presentation case. £4.97. BEAB Approved.



Philips Hand Hair Drier with detachable nozzle for waving and styling. £5.25 or £6.30 with Hood and Hose. BEAB Approved.



A NEW KIND OF FREEDOM

Not so long ago women were obliged to retire from public view for a few days each month, when they were termed "unwell." But happily times have changed, and gone are the drawn curtains, fluttering fans and smelling salts, along with the cloth napkins that had to be laundered. Changing attitudes and more sophisticated sanitary protection methods have made those few days not so different from all the others in the month.

However, research by Kimberly-Clark, makers of Kotex Feminine Towels, showed that about three out of every five women in this country prefer external to internal protection—that is, they prefer towels to tampons. And of the six million towel users, three out of every four were not satisfied even with their favourite brand of sanitary towel. The major criticism was of the method of suspension. Women apparently felt that existing

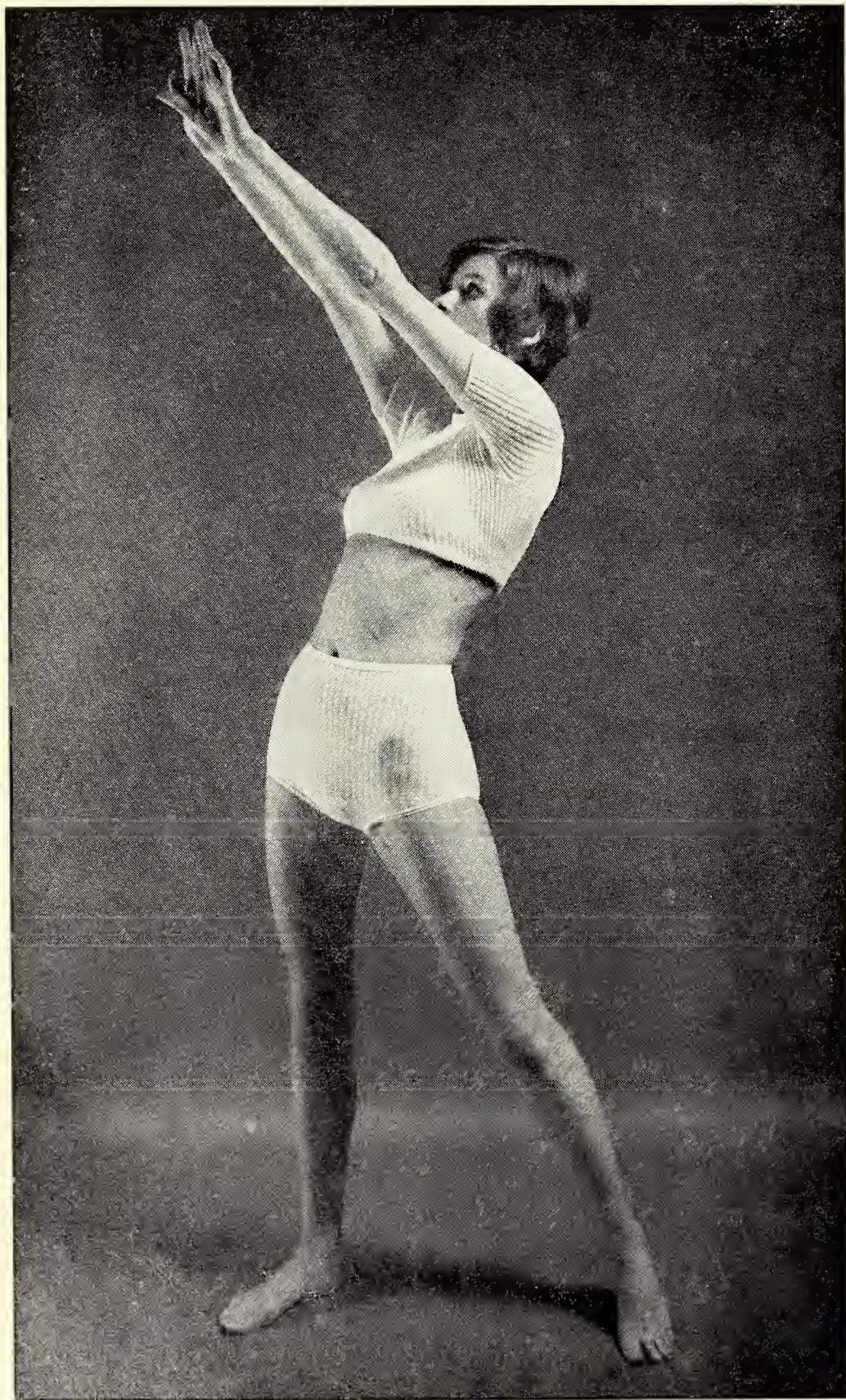
methods—belts, pins and special garments—were not only inefficient and often uncomfortable, but were unsightly and embarrassing as well, with their rather "medical" appearance.

Clearly, sanitary protection needed bringing up to date. Corsets, suspender belts, stiff bras and other restricting types of women's underwear had already become outdated by softer, more natural and comfortable garments like tights and body stockings. Now it was the turn of sanitary protection to be rethought and redesigned. A new idea was developed by Kimberly-Clark in the light of their research, and the result is a beautifully simple and attractive product... a towel and pantie set, which they have called New Freedom. It was test-marketed, first of all in Scotland with great success and is now available all over the country.

The panties look like a pretty pair of ordinary stretch panties in white knitted nylon with a lacy front panel. What makes them different is a tiny flat plastic gripper sewn inside the pantie at the front. The tab end of a new type of Kotex towel is slotted through this gripper to hold it firmly and securely in place. The panties are fully fashioned and a blue polyfilm backing is incorporated into each towel for extra security.

The packs for this new product are also quite revolutionary for this rather staid market. Instead of the usual discreetly anonymous parcels, the New Freedom pack design is striking and vividly colourful, making it a less embarrassing purchase. The towels, in a pack of 12, cost £0.14; and the pantie (in one size only—it stretches to fit hip sizes from 32 to 42 in) costs £0.39½. Incidentally, remind a customer buying for the first time, that she needs the special pantie to go with New Freedom towels.

Note: According to a report produced in 1969 by the Economist Intelligence Unit, the sanitary protection market is worth more than £17 million, and is expected to approach the £18 million mark within two years. It is an especially important market for the chemist because more than half the sales (53 per cent) still go through retail pharmacy outlets.



YOU'LL BE SELLING NOW

For skin care

Coming soon from Coty, their new skin care and beauty treatment — **Equatone** — designed to cater for a complete variety of skin types, including combination skins. The range encompasses eleven Equatone products, including cleansers, fresheners, moisturisers and a mask. Watch for Equatone in April.

POND's — Cold Cream

Price: £0.25

Selling Peg: Pond's Cold Cream floats away make-up and dirt; now comes packaged in a smart travel-happy tube.

For the hair

ROSEDALE — Dry Shampoo

Price: £0.16

Selling Peg: Washing hair too frequently can be harmful. Rosedale Dry Shampoo removes grease.

DELTRESS — Wig Wash

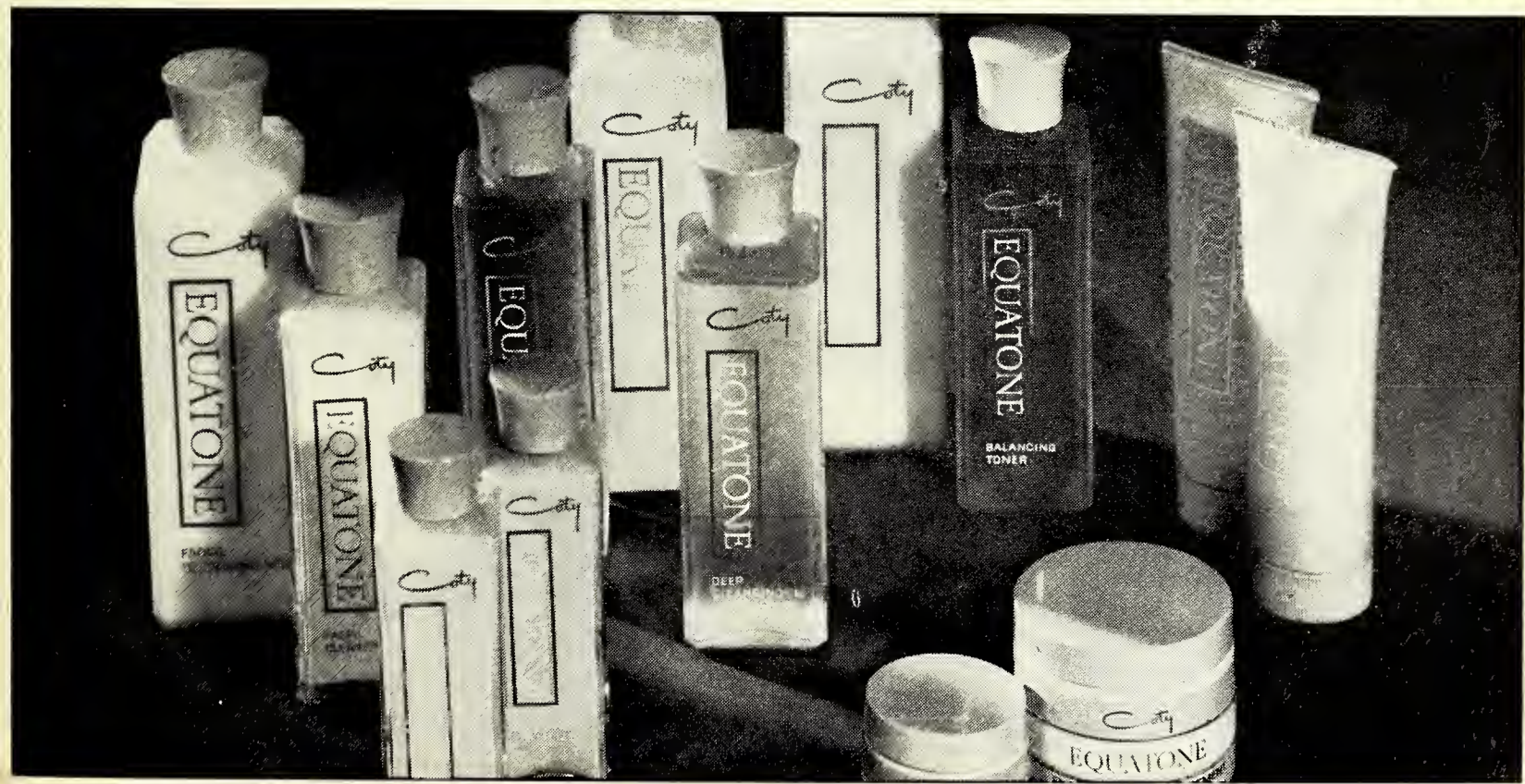
Price: £0.07½ per sachet

Selling Peg: Created to cleanse fibre wigs; has anti-static properties.

ELIDA — Harmony Hair Spray

Price: £0.26. £0.34½

Selling Peg: Harmony is a new hair spray with three variants. There's one for fine hair, one for normal hair, and one for "difficult" hair; and each pack comes with an easily identifiable coloured cap. Blue for special hold, yellow for natural hold and purple for extra hold.



YOU'LL BE SELLING NOW

For make-up

REVLON — Moon Drops Demi Softfoam
Price: £1.55

Selling Peg: An air-cushioned make-up in a non-spill, non-breakable aerosol container; conceals flaws with the simplest film of make-up. Available in six shades.

OUTDOOR GIRL — Natural Finish
Price: £0.30

Selling Peg: A light and sheer foundation; natural colour with a little cover. The face can even be powdered and still won't look made-up. Available in four shades: natural, light, medium and dark.

For the eyes

MARY QUANT — Eye Wipers
Price: £0.33 for 15 sachets

Selling Peg: Eye Make-up remover pads soaked in a new eye cleansing formula which leave the eye area fresh and oil free.

YARDLEY — Soul Set Eye Shadows

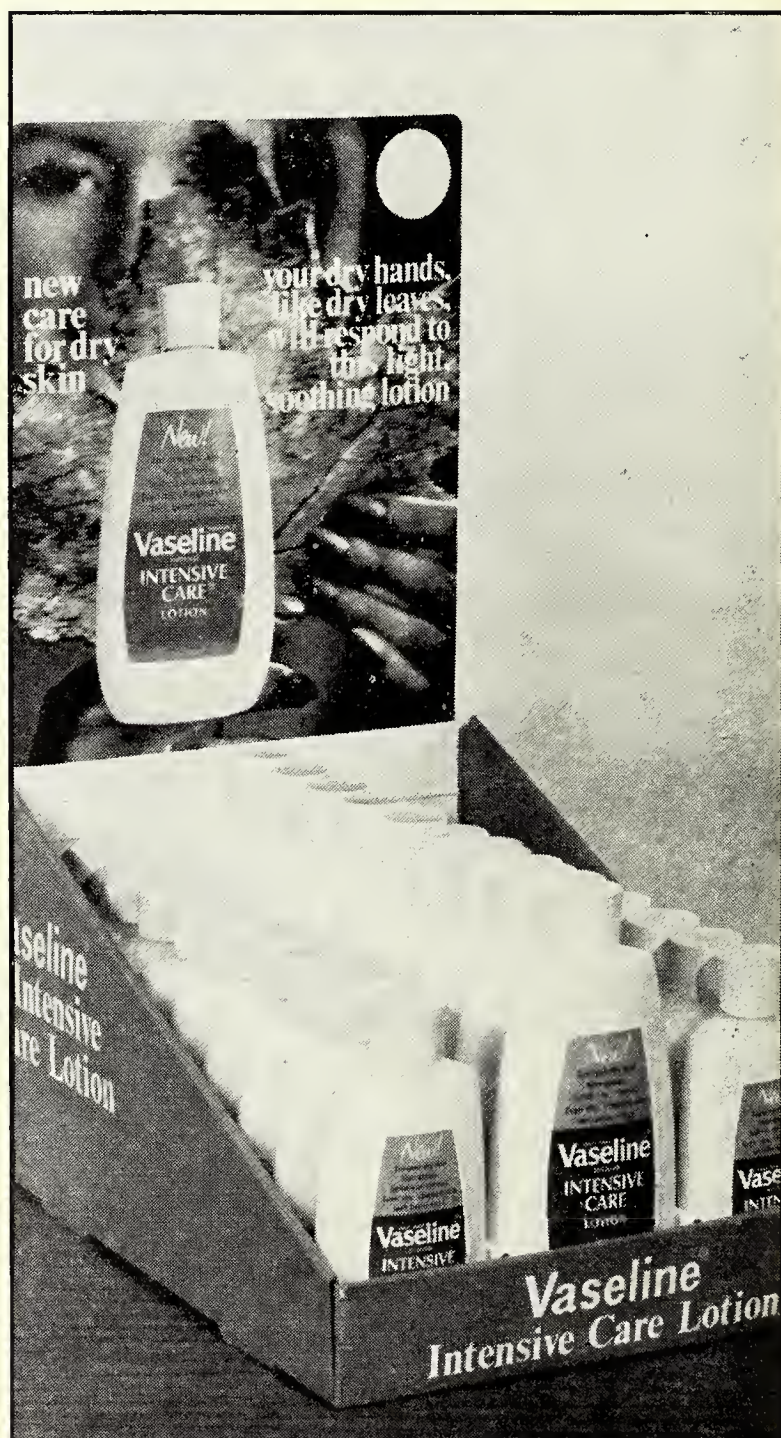
Price: £0.33 in single containers. £0.64 in three-colour palettes with sponge applicator

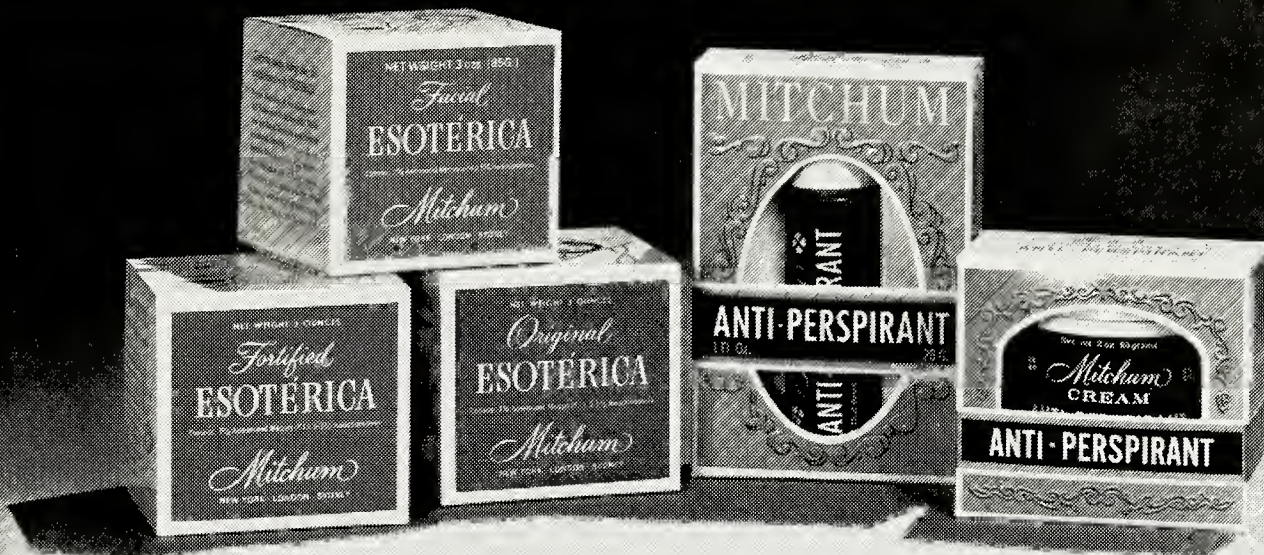
Selling Peg: Mix them and paint them—dry or wet. Available in nine colours: each colour contains a hint of pearl.

Bristol-Myers have given Mum, their best-selling deodorant range, a new look for 1971. The theme of the new packaging specially emphasises Mum's choice of fragrances.

There is also new display material including gilt-wire dispensers, head-boards and dump bins (see below left).

Coming soon, and currently being tested in the Harlech TV area is an Intensive Care Lotion from Vaseline. A lemon coloured light and non-sticky lotion with a delicate allergy-free fragrance. The lotion is also formulated to slow down moisture loss so that skin is better able to heal itself quickly. The sell-out unit is shown below right.





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Mitchum Anti-perspirant-problem perspiration solved.

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MEGGIE WIGS

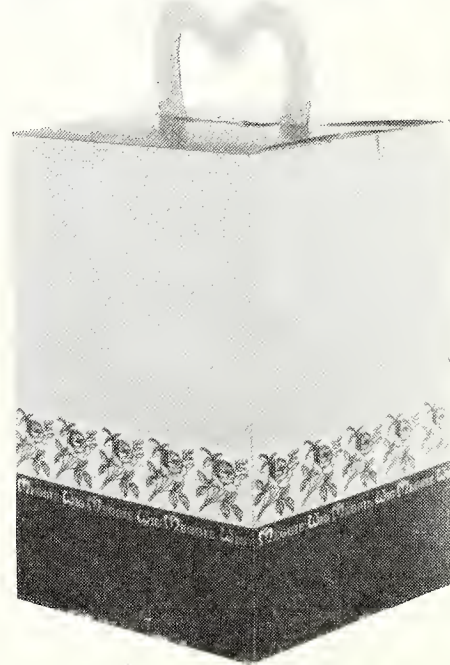
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